

IPA Digital Media Owners Survey

Autumn 2024

Methodology and Survey Response

- Fieldwork for the survey was undertaken between 13th September and 1st November 2024
- Digital planners, strategists and buyers in media agencies and digital specialists were invited to take part in the online survey by email.
- Respondents were selected by an intermediary within selected agencies according to their perceived knowledge of the sector – 237 responses were received from individuals having a working relationship with Digital Media Owners
- Respondents were first asked to indicate which of media owners they had a trading relationship with. They were then asked to rate only those owners against a set of image attributes on a 7-point scale from strongly agree to strongly disagree.
- In the analysis that follows **Don't know** and **Not applicable** responses have been removed so that a fair comparison between media owners can be made.

Digital Media Owners covered by Autumn 2024 Survey

Acast	Hearst	Reddit
Amazon	ITV	Sky
Blis	LinkedIn	Snap / Snapchat
Channel 4/ All4	Mail Metro Media	Spotify
Facebook / Meta	MIQ	Teads
Future Publishing	Mobsta	The Sun/Times/Sunday Times (NewsUK)
Global	Pinterest	TikTok
Google (Inc YouTube)	Quantcast	Twitter / X
GumGum	Reach PLC	

Main Findings

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- In the Autumn 2024 Digital Media Owners Survey Mobsta leads the overall “Grand Prix” relationship ranking in the Autumn 2024 Digital Media Owners Survey with a top-two box score of 92.3%, taking the leadership from Reddit
- Five other media owners, Reddit (90.9%), Blis (87.5%), Mail Metro Media (86.2%), Pinterest (85.9%), and MiQ (85.0%) have a top two box score for the overall “Grand Prix” of 85% or more. Four other media owners (GumGum (82.8%), Quantcast (81.8%), Acast (81.6%) and Future Publishing (81.3%) have a top two box score of 80% or more
- All other media owners apart from Google (incl YouTube) (40.2%) have a Grand Prix” score of 50% or more.
- By sector Mobsta continues to lead the overall “Grand Prix” for Ad Networks/Exchanges, DSP and Sales Houses while Mail Metro Media continues to lead the rankings for Crossover Media Owners, and Reddit the ranking for Online Pure Plays.

Main Findings

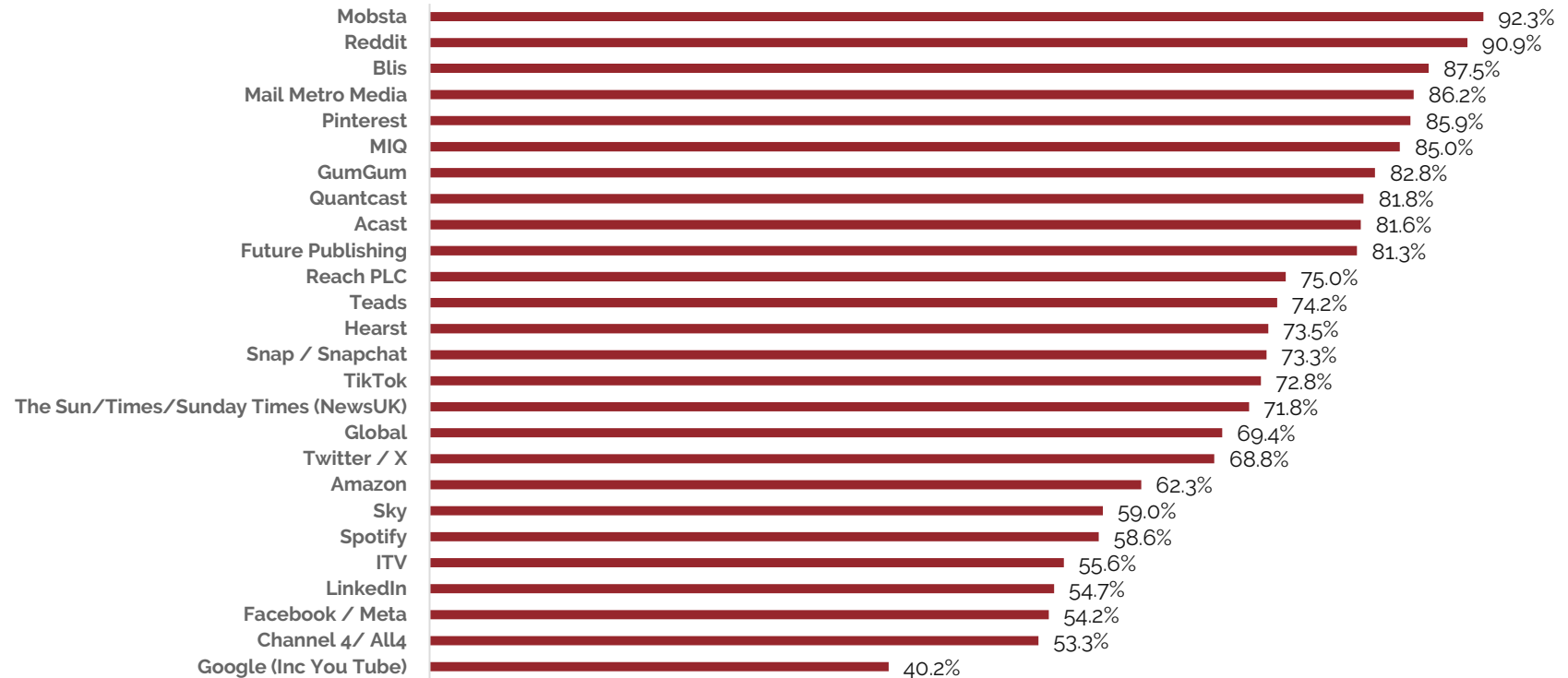
- In addition to leading the overall "Grand Prix" ranking Mobsta leads four other variable rankings (Understanding of client strategies & objectives, Quality of response to brief, Understanding of own products and Ease of sale force contact)
- Mail Metro Media leads five categories (Regularity of contact, Agency / Media Owner partnership, Understanding the context I operate in and how best to support me in achieving my objectives, Understanding of how cross-over media opportunities can be exploited and Successful communication of the direct client contact)
- GumGum leads two rankings (Professionalism in dispute resolution and Communication of new opportunities, while Blis leads the Provision of innovative and creative solutions)
- Global are the most broadly improved media owner since the Spring 2024 survey having improved their scores by 10 percentage points or more across eight individual rankings, while Mail Metro Media improved by the same margin across seven rankings and Mobsta across five rankings)
- At the other extreme Sky saw a decline of 10 percentage points or more across six rankings, while LinkedIn saw a similar decline across four rankings)

Rankings by Variable

My overall experience of dealing with this supplier is a good one

Autumn 2024

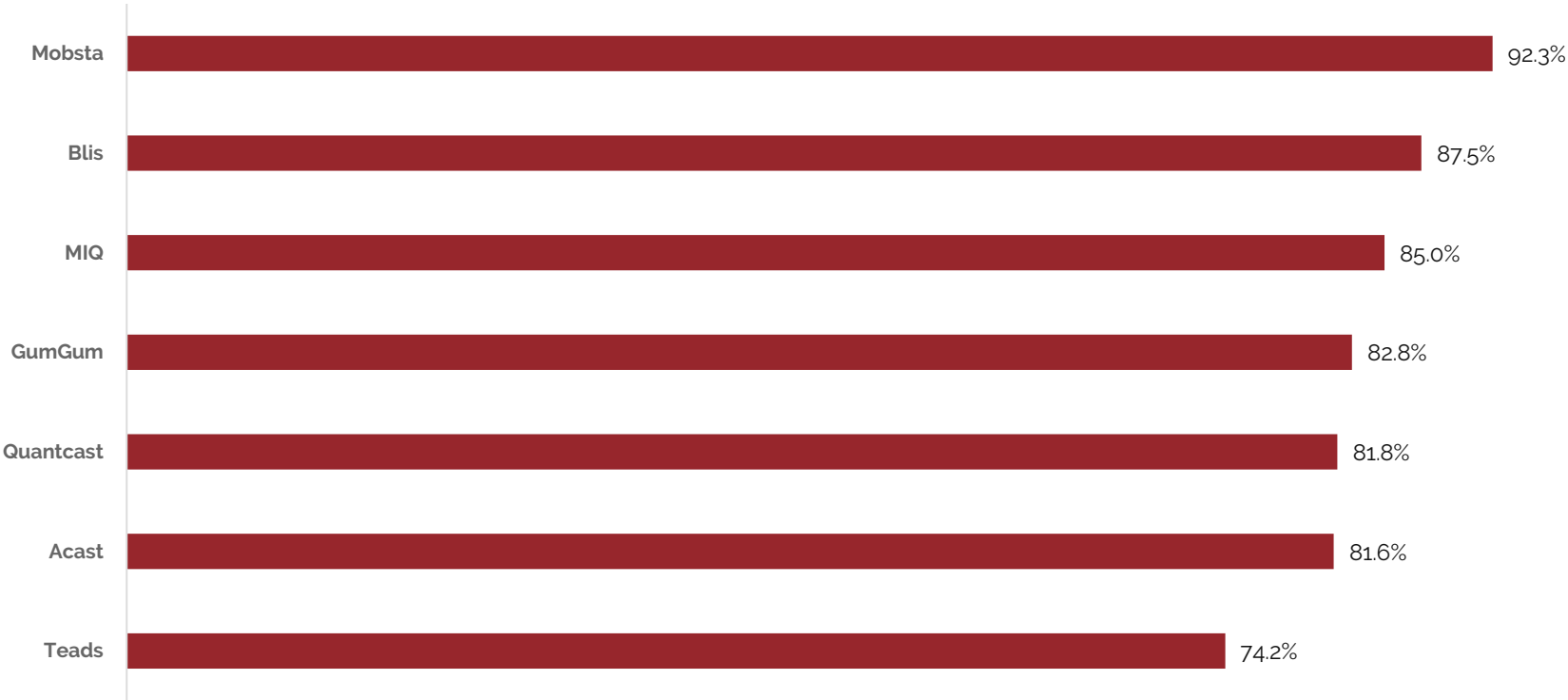
% agree strongly/agree



My overall experience of dealing with this supplier is a good one

Ad Networks/Exchanges, DSP and Sales Houses - Autumn 2024

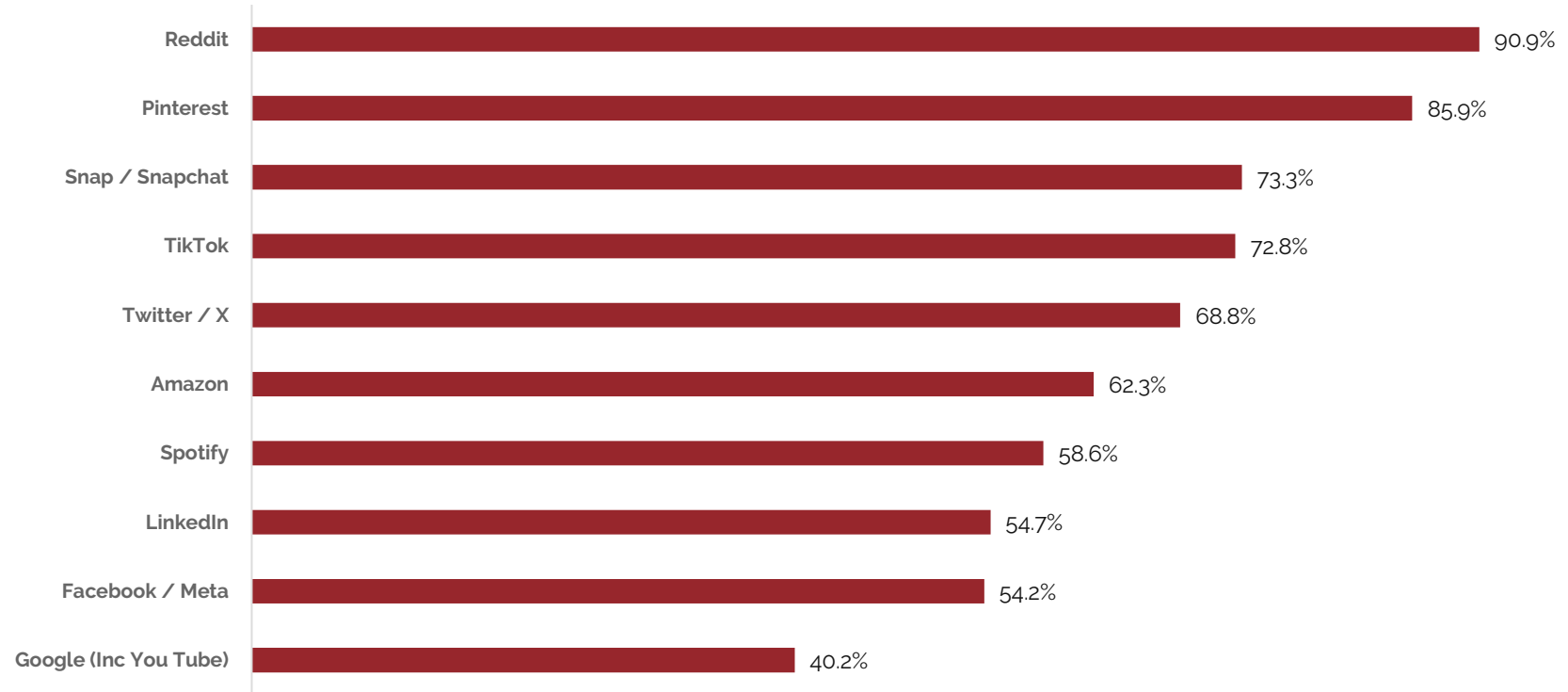
% agree strongly/agree



My overall experience of dealing with this supplier is a good one

Online Pure Plays - Autumn 2024

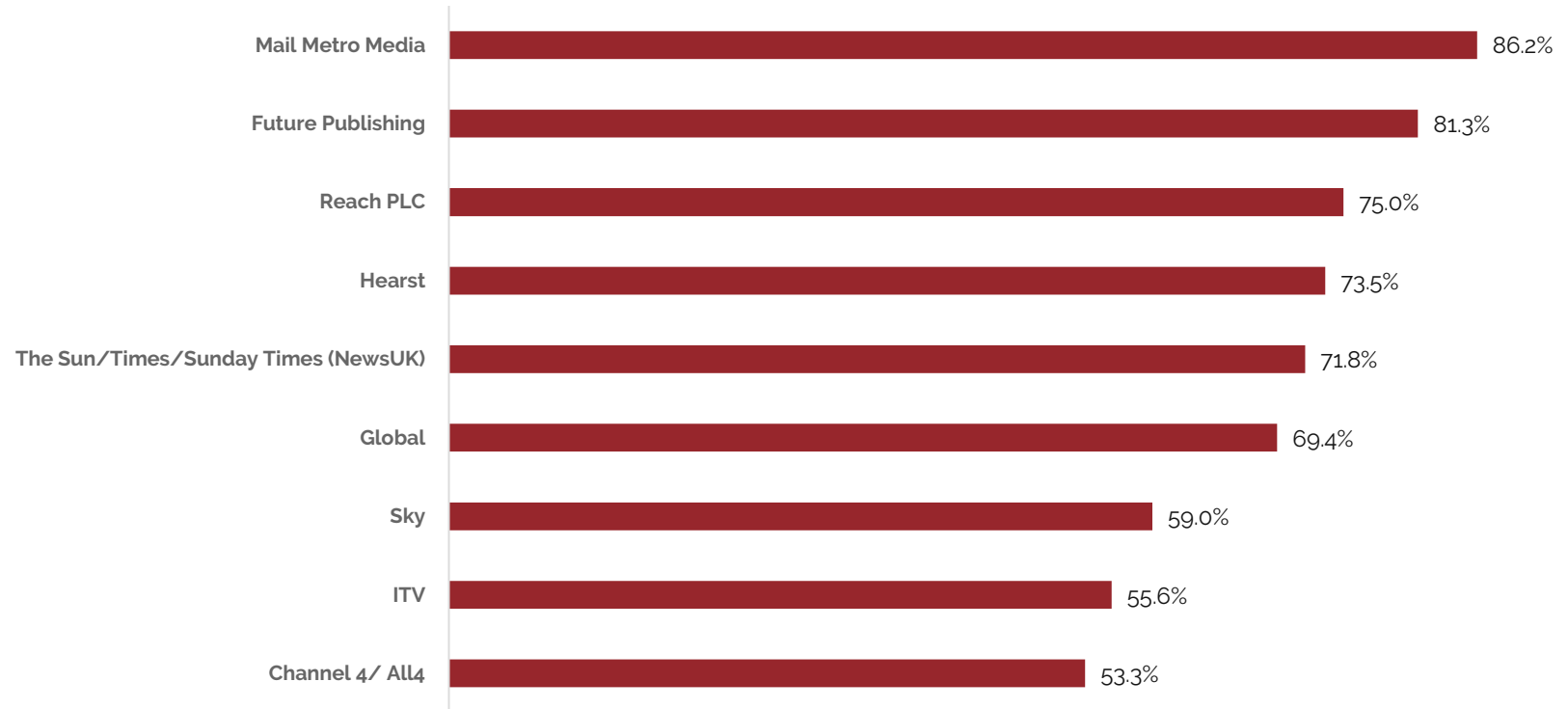
% agree strongly/agree



My overall experience of dealing with this supplier is a good one

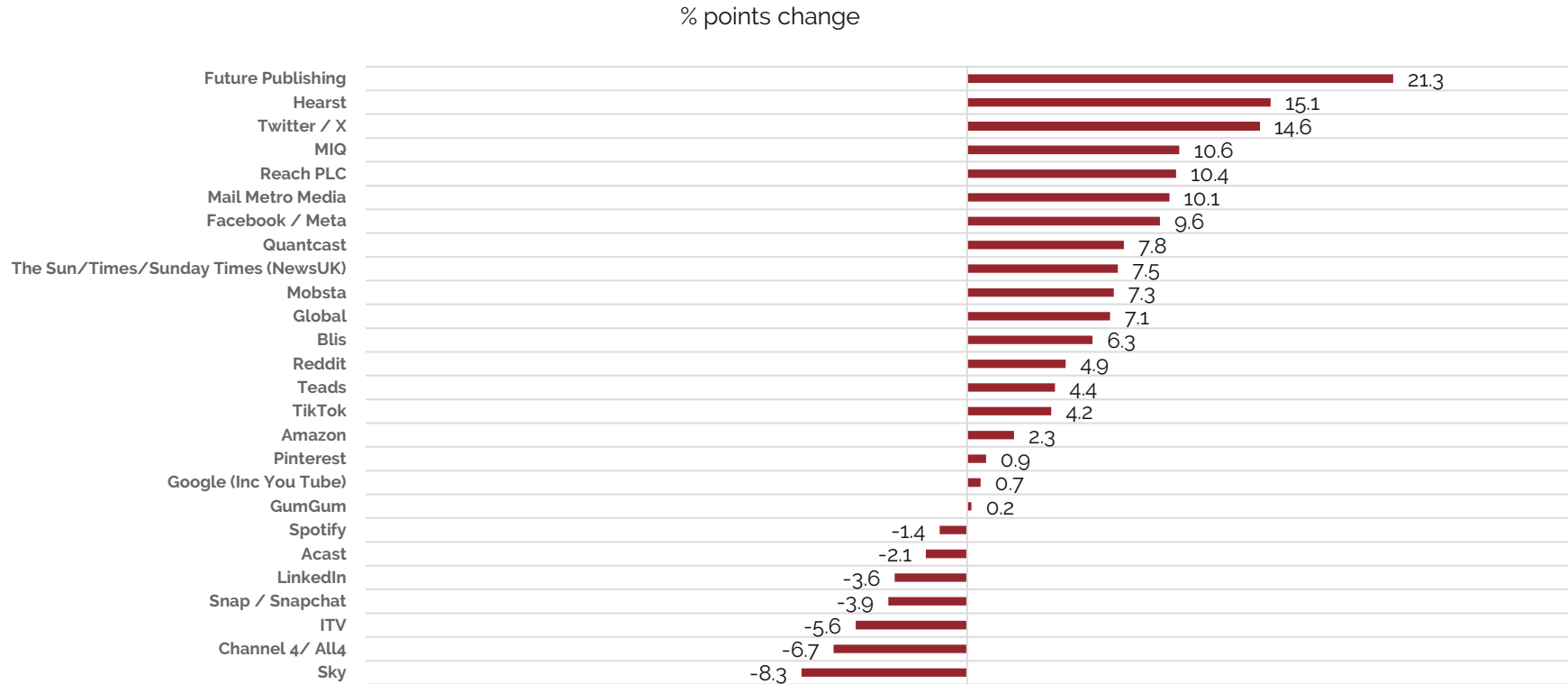
Cross-over media owners - Autumn 2024

% agree strongly/agree



My overall experience of dealing with this supplier is a good one

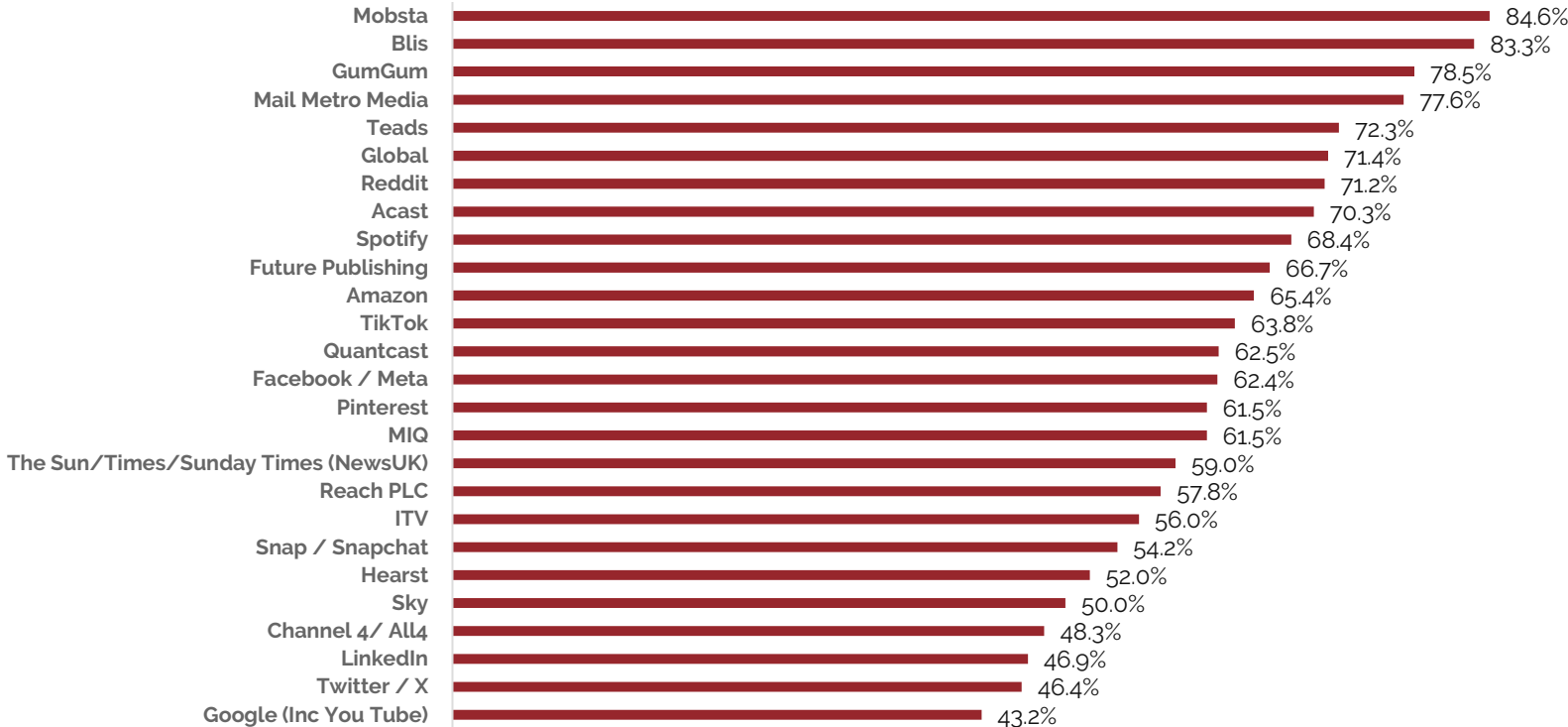
Autumn 2024 vs Spring 2024



The sales team understand my client strategies & objectives

Autumn 2024

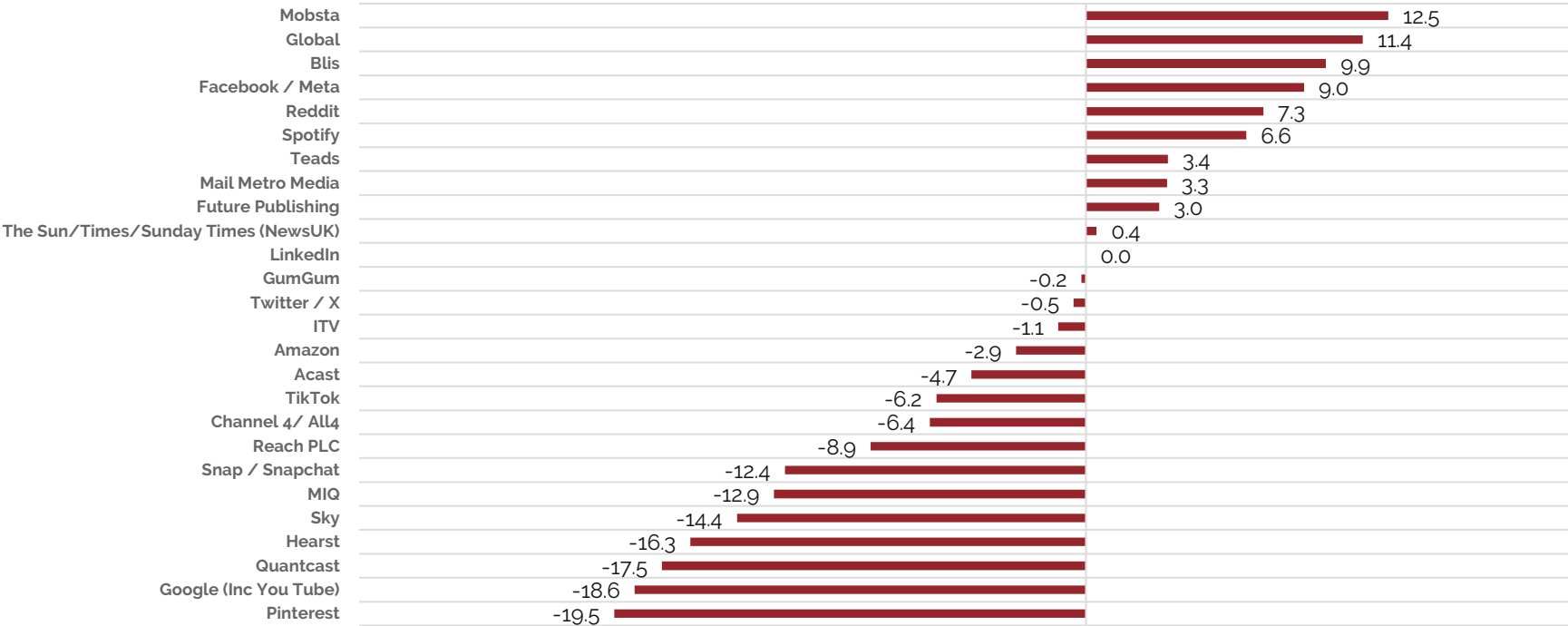
% agree strongly/agree



The sales team understand my client strategies & objectives

Autumn 2024 vs Spring 2024

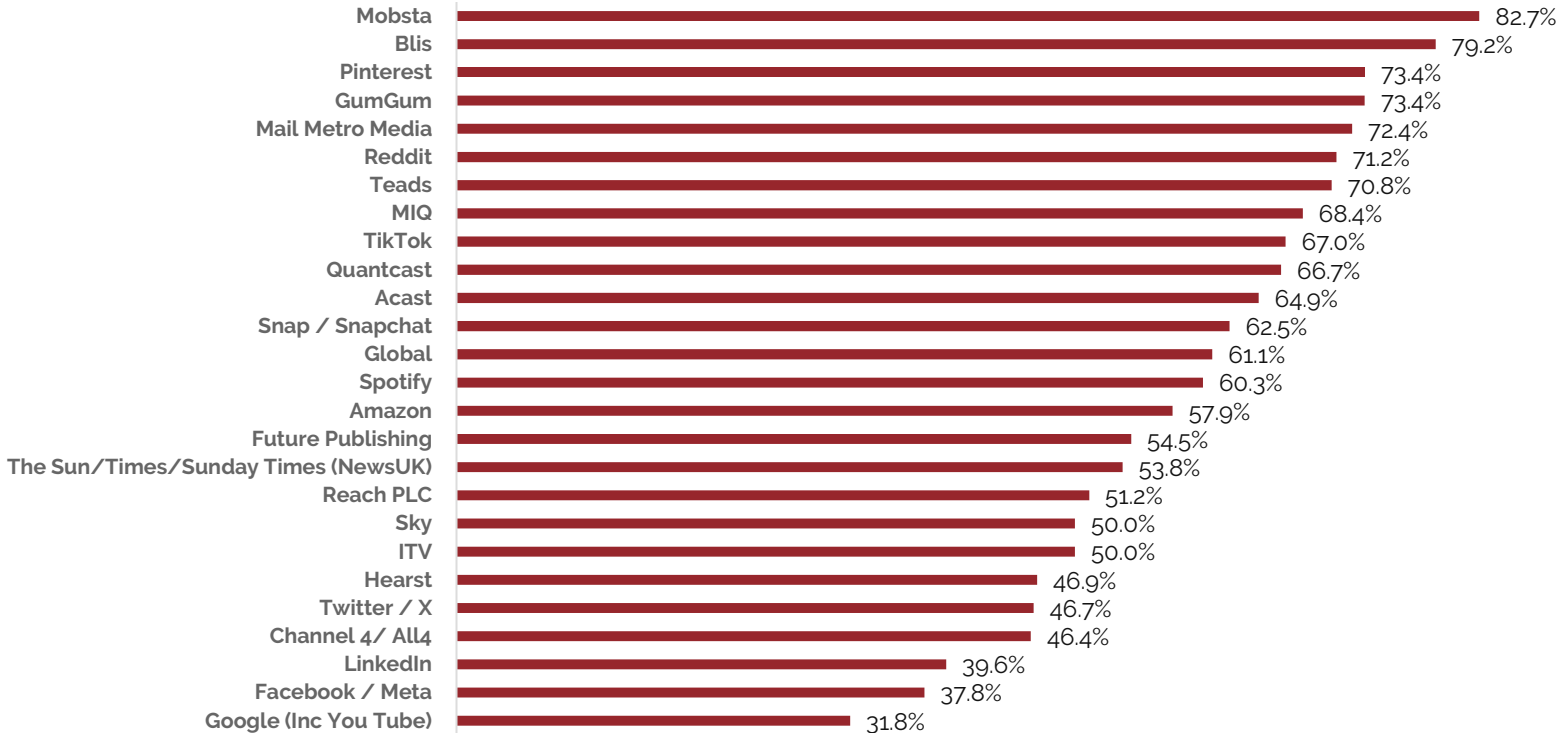
% points change



The quality of responses to brief are high

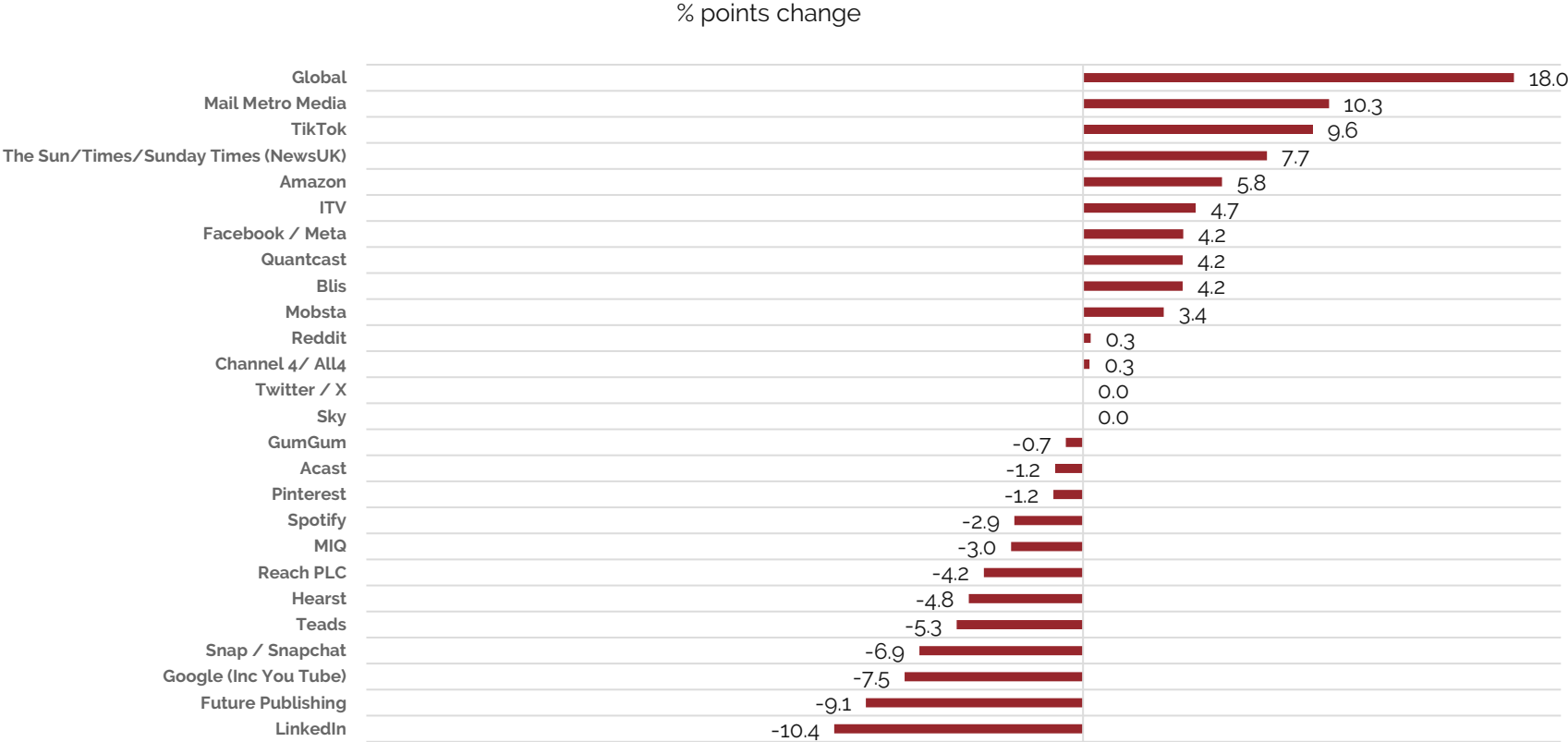
Autumn 2024

% agree strongly/agree



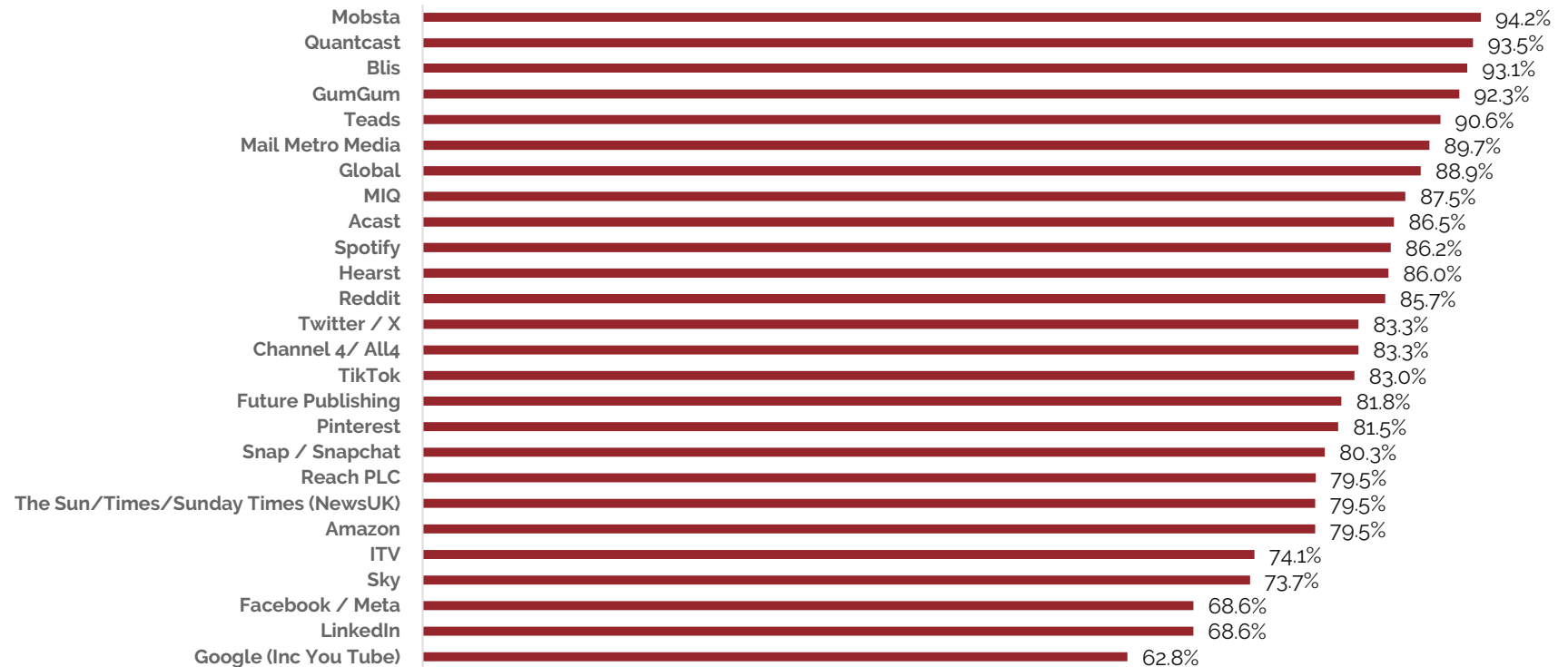
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Autumn 2024 vs Spring 2024

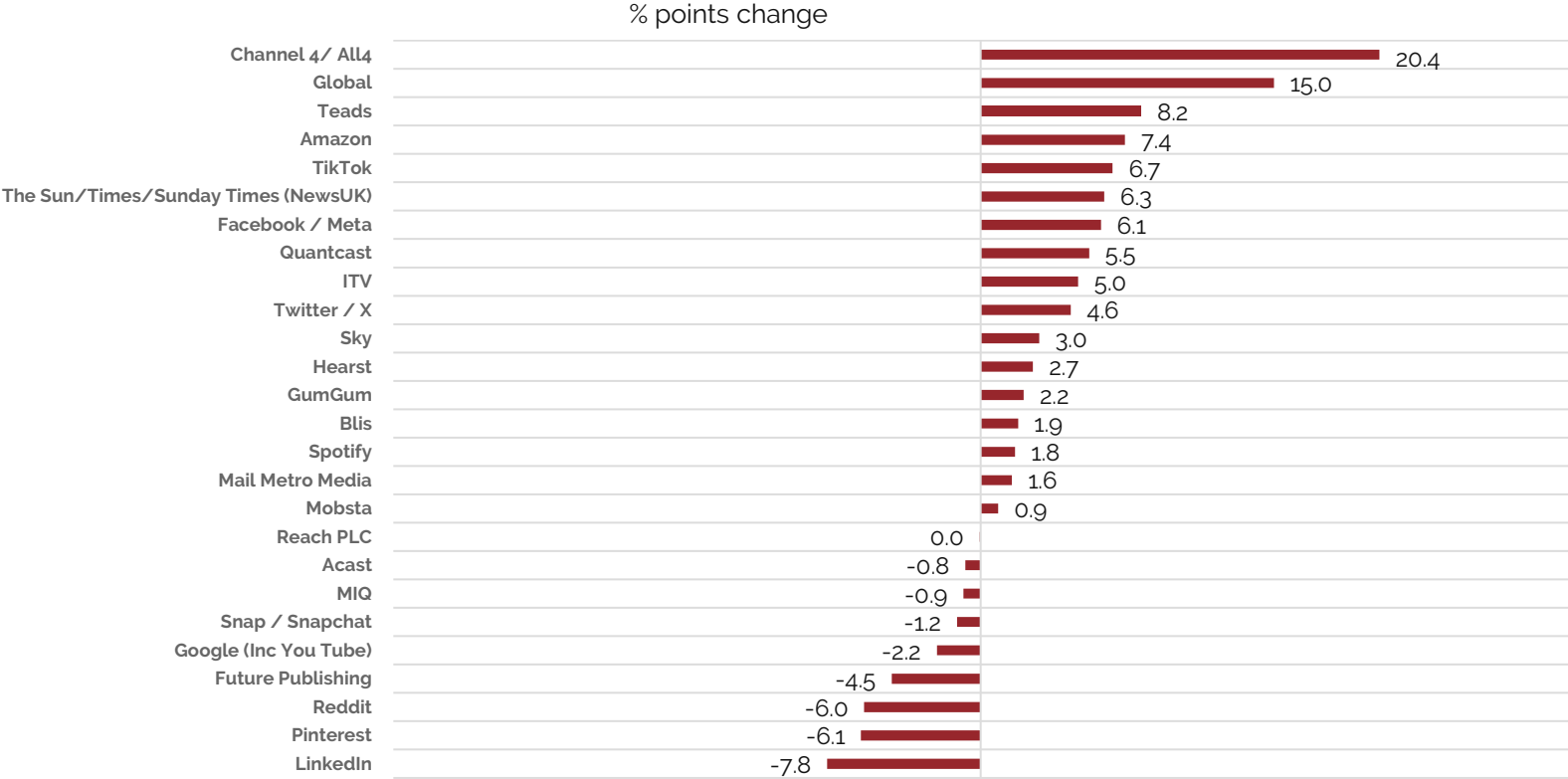


The sales team demonstrates an excellent understanding of their own products – Autumn 2024

% agree strongly/agree



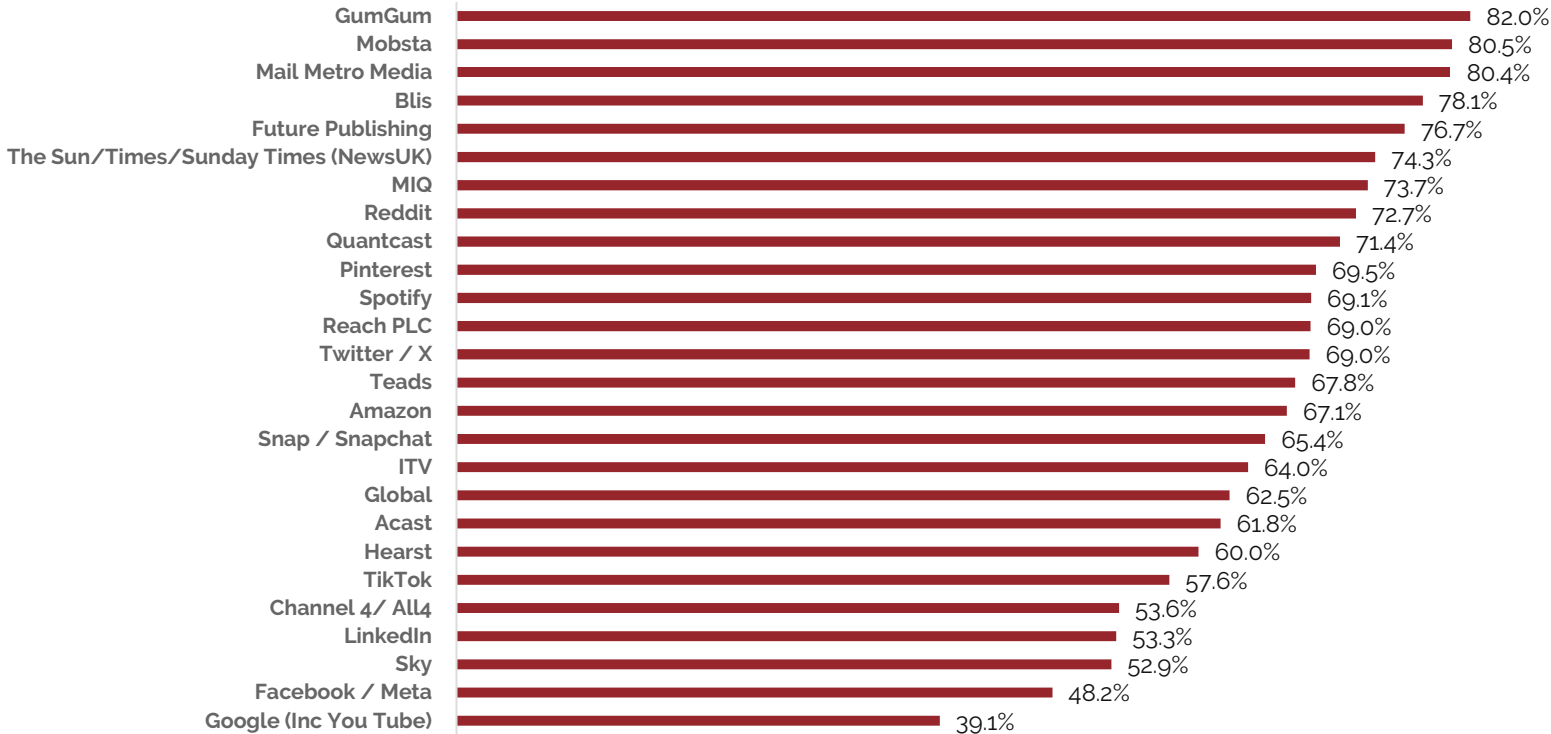
The sales team demonstrates an excellent understanding of their own products – Autumn 2024 vs Spring 2024



The sales team are professional in dealing with dispute resolution

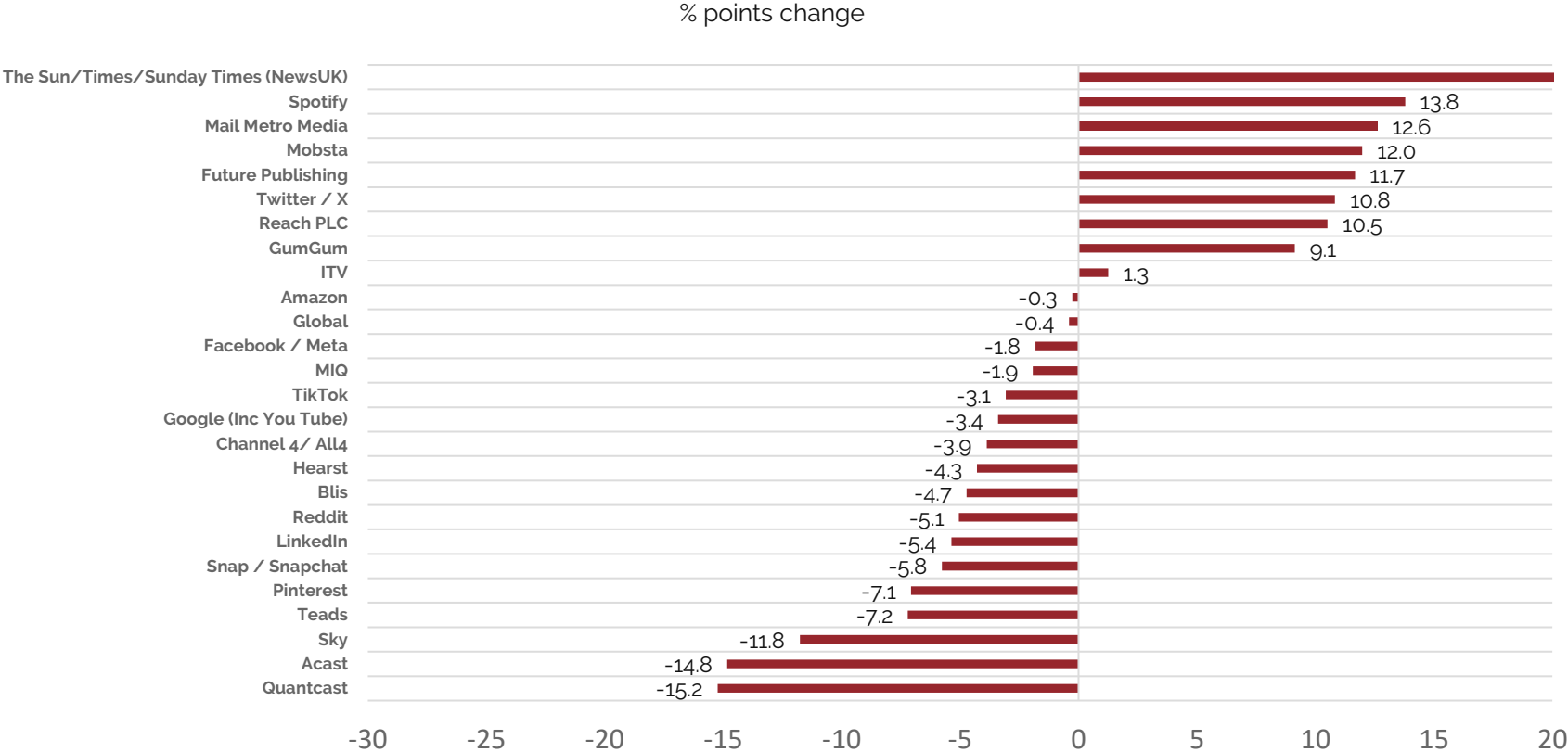
Autumn 2024

% agree strongly/agree



The sales team are professional in dealing with dispute resolution

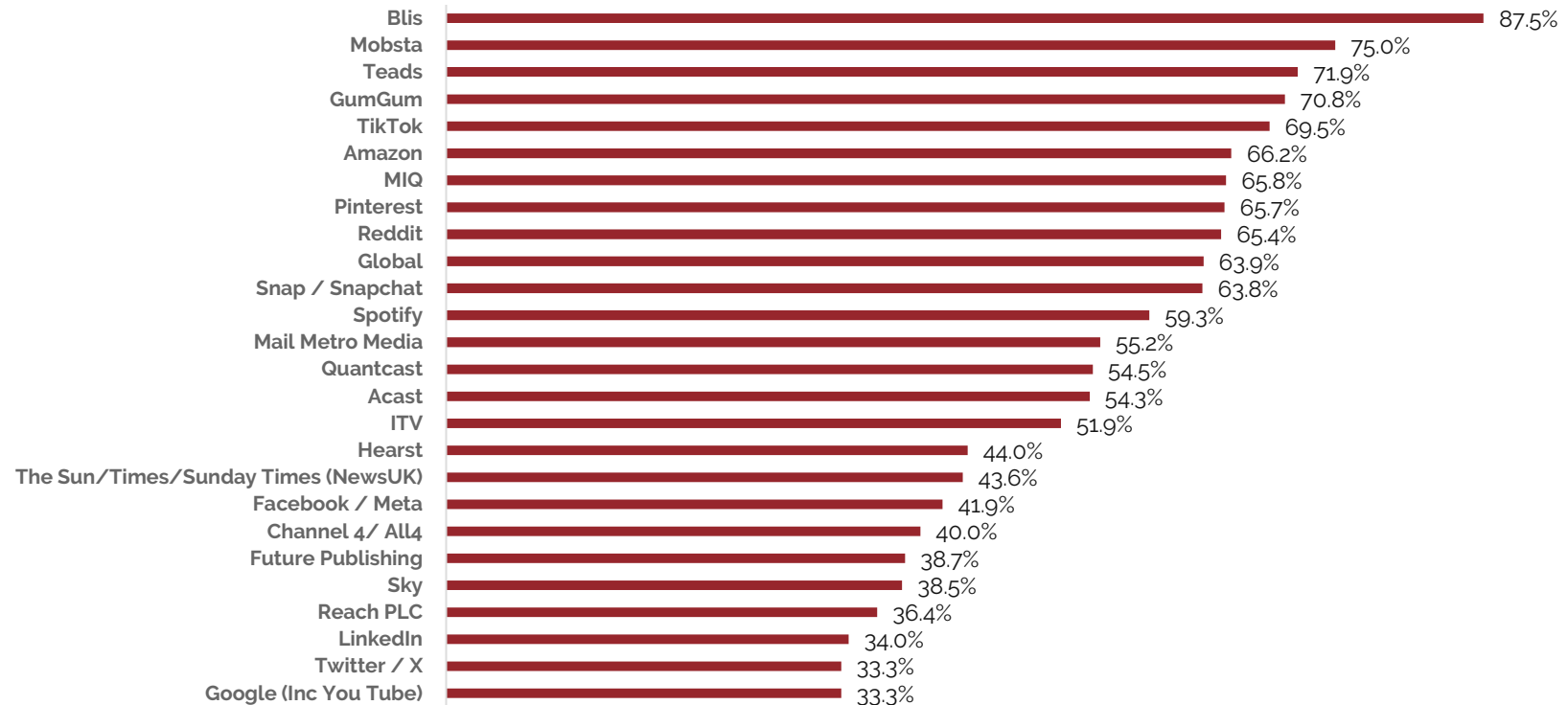
Autumn 2024 vs Spring 2024



The media owner delivers innovative, creative solutions

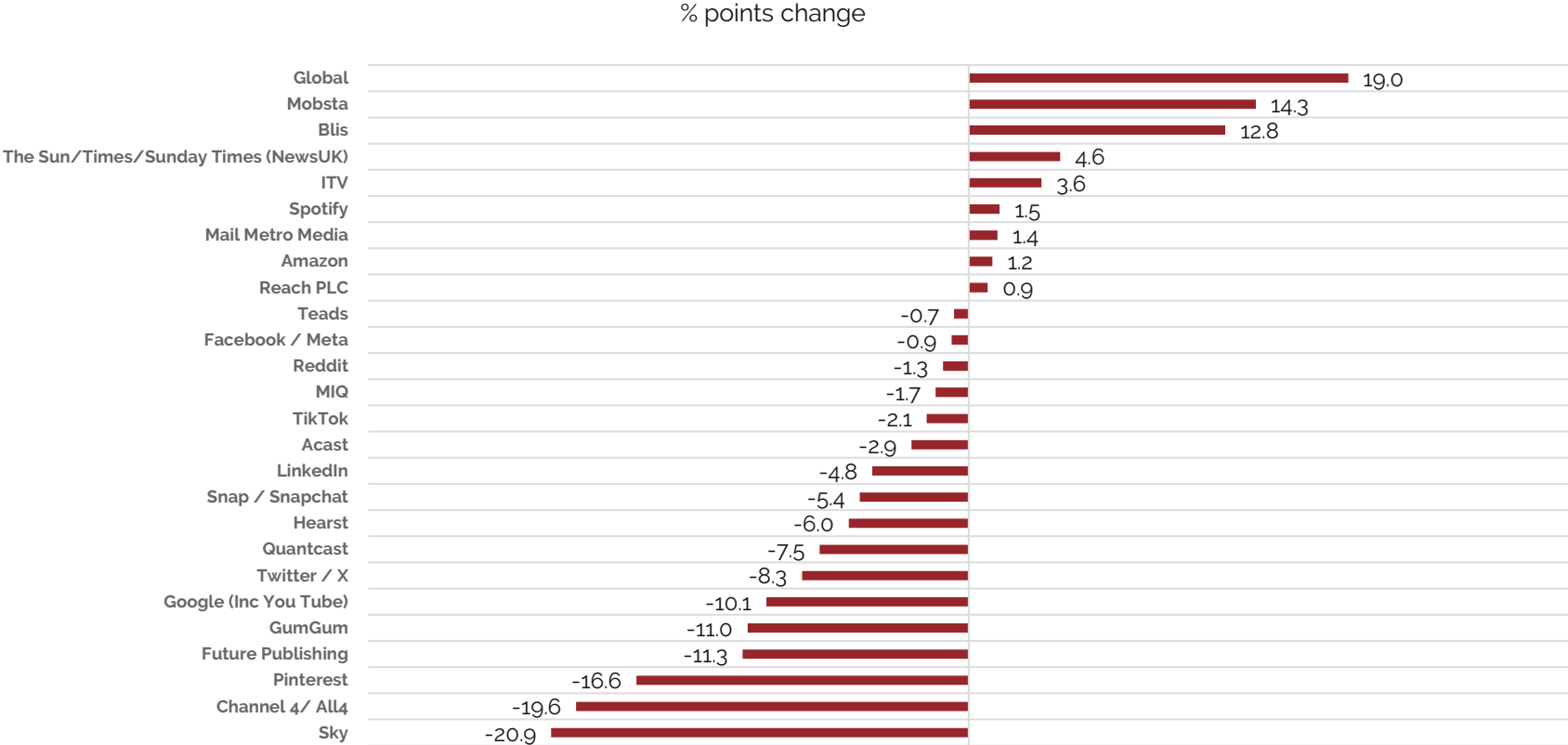
Autumn 2024

% agree strongly/agree



The media owner delivers innovative, creative solutions

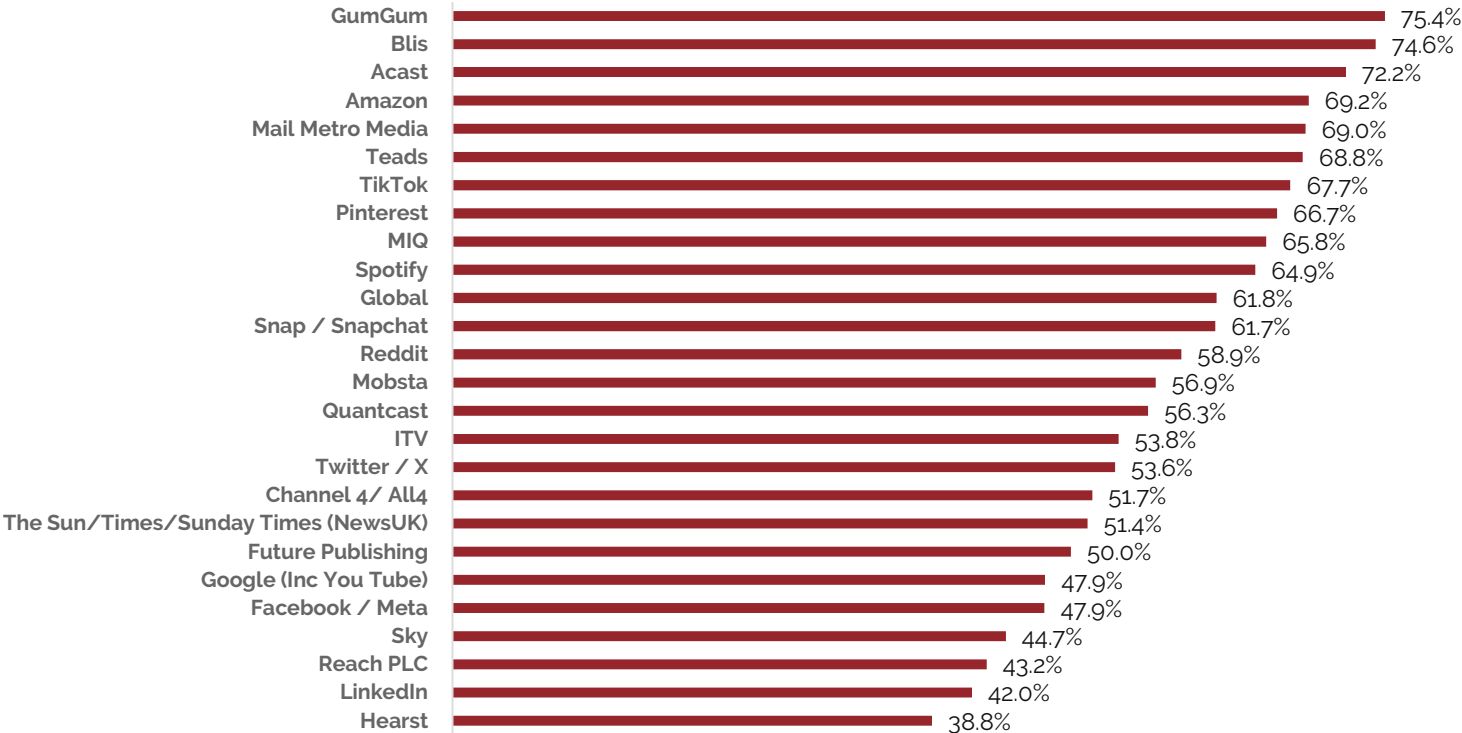
Autumn 2024 vs Spring 2024



The sales team pro-actively communicate relevant new opportunities

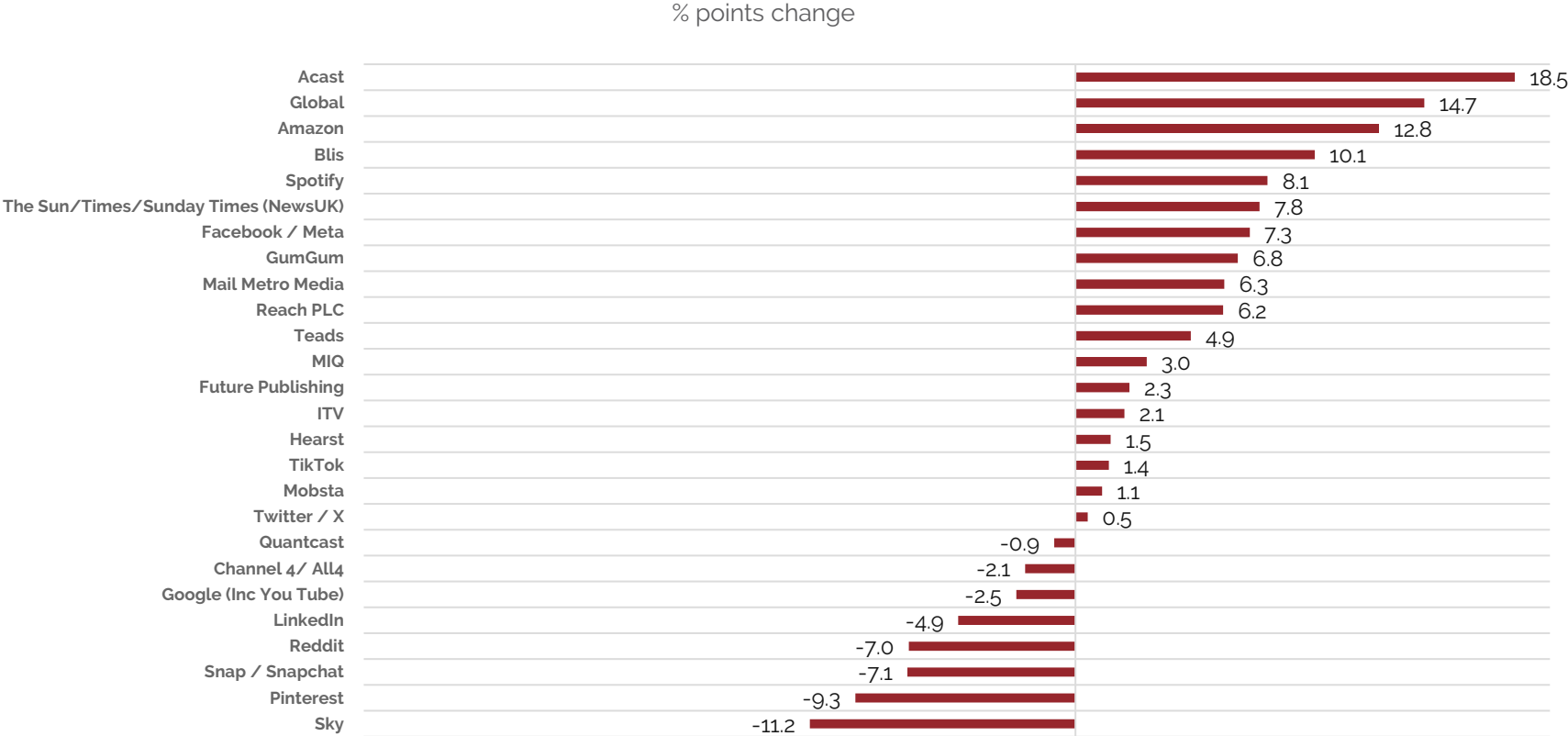
Spring 2024

% agree strongly/agree



The sales team pro-actively communicate relevant new opportunities

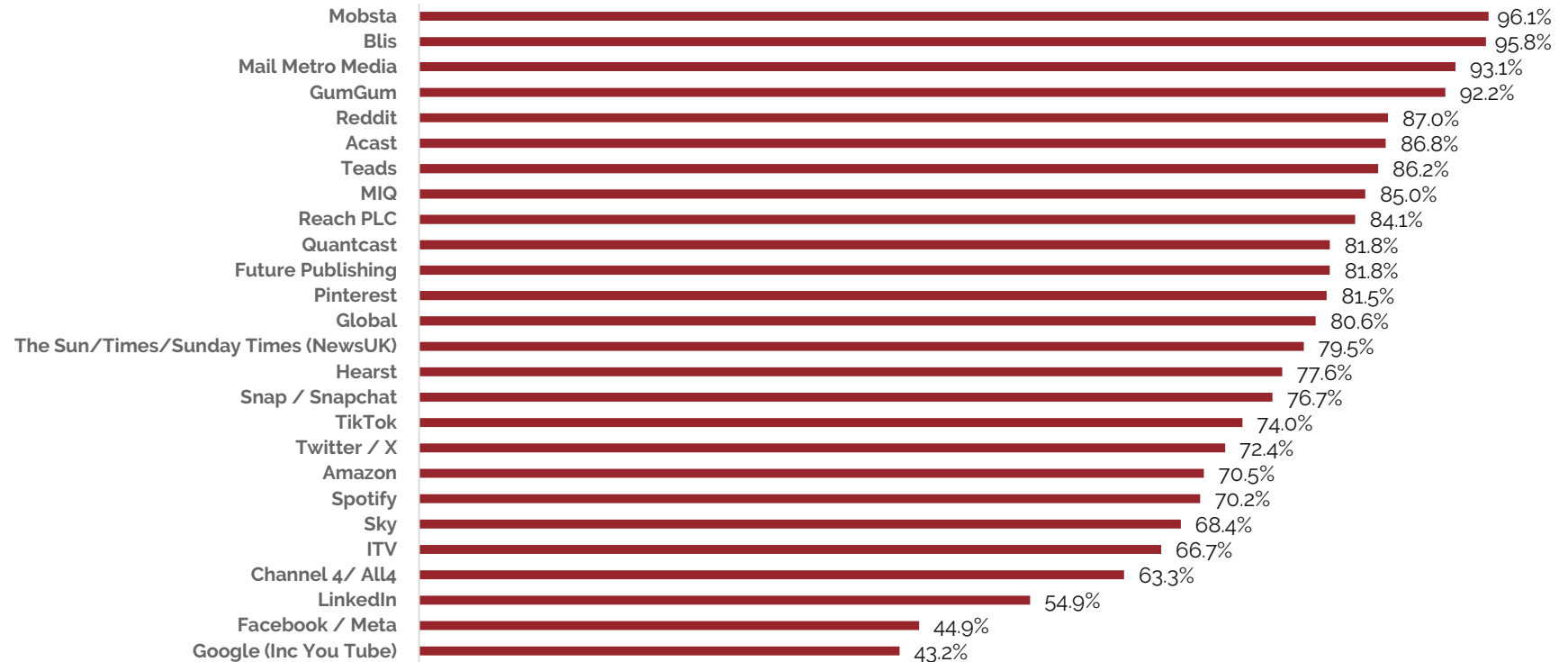
Autumn 2024 vs Spring 2024



It's easy to contact the sales team

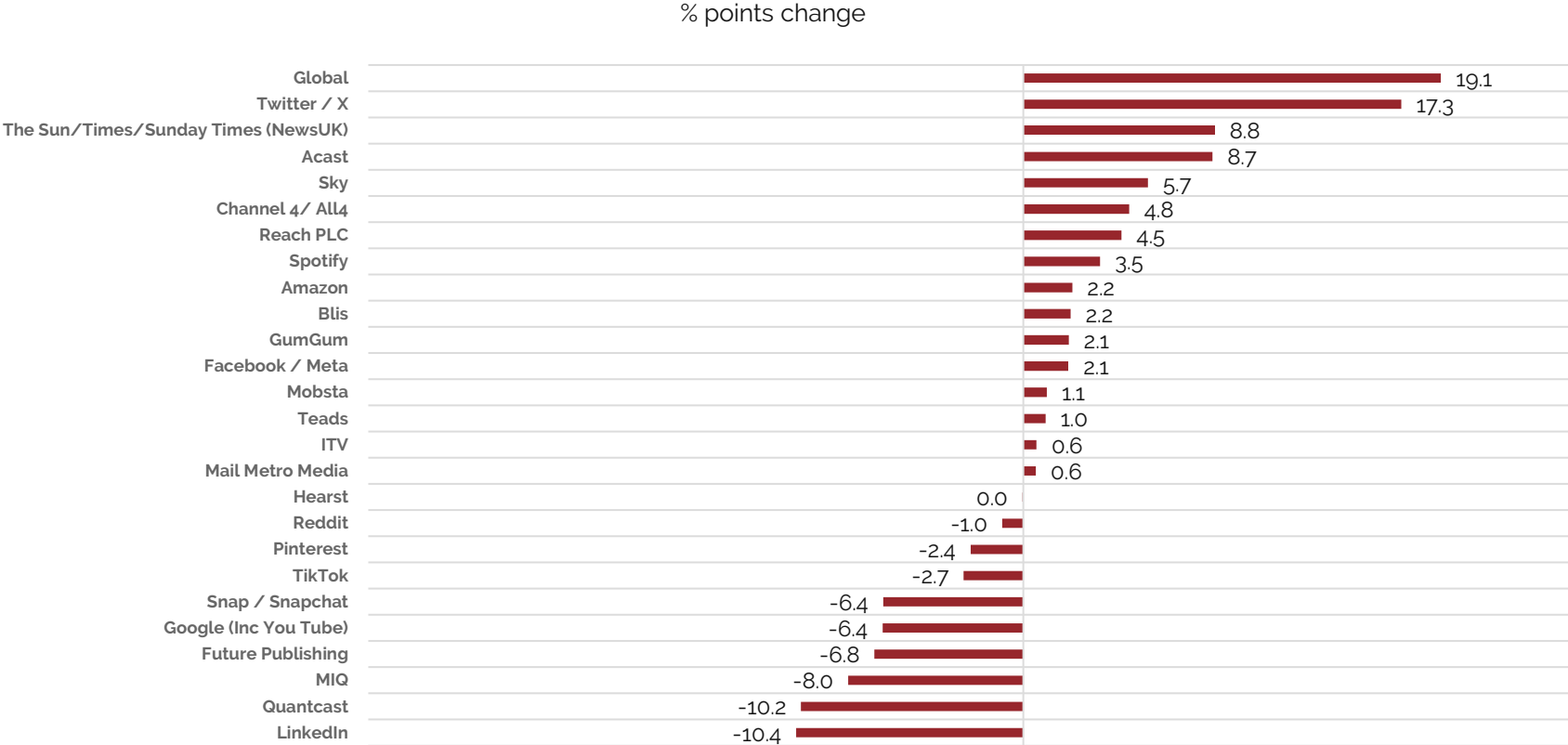
Autumn 2024

% agree strongly/agree

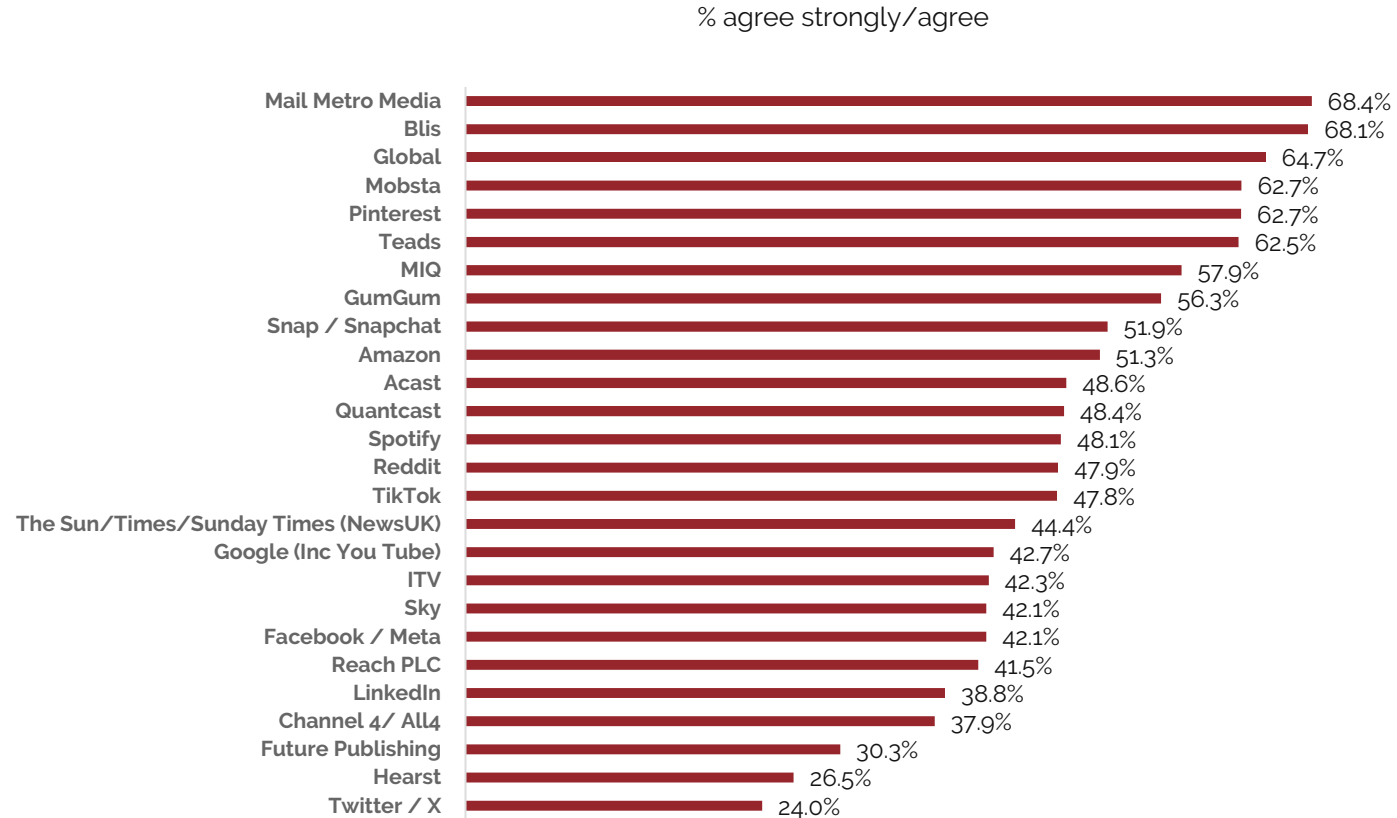


It's easy to contact the sales team

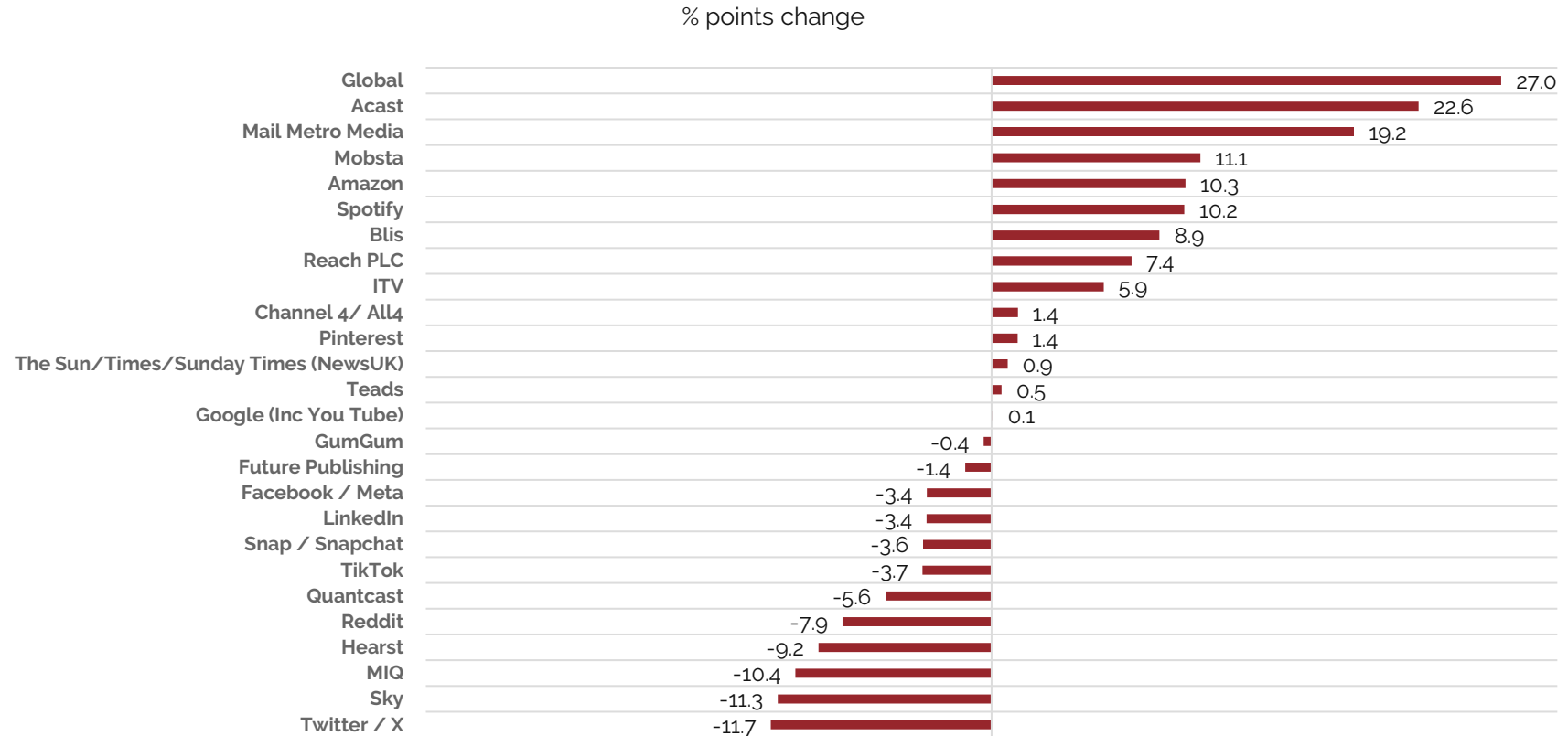
Autumn 2024 vs Spring 2024



I have regular constructive face-to-face or telephone contact with the sales team - Autumn 2024

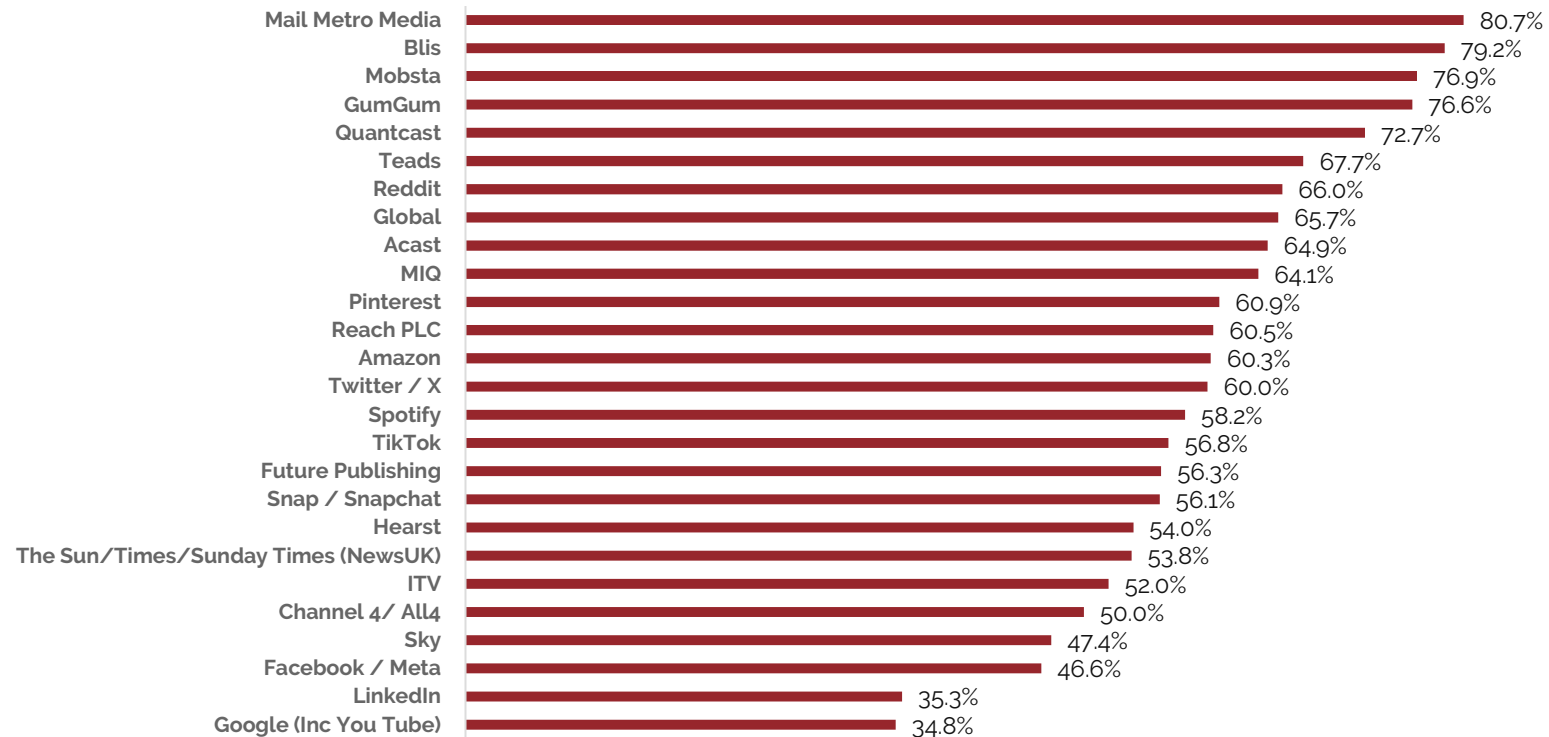


I have regular constructive face-to-face or telephone contact with the sales team – Autumn 2024 vs Spring 2024



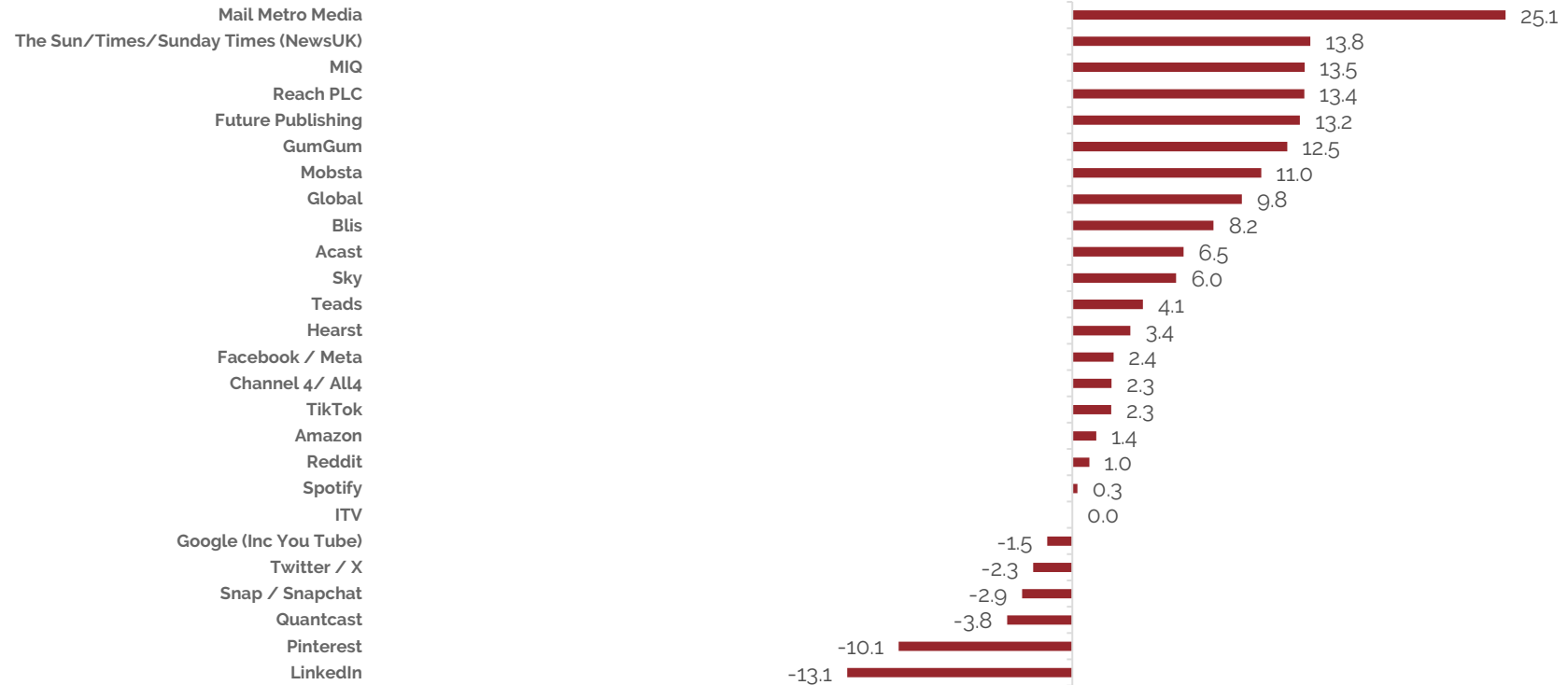
The sales team engenders a real sense of an agency/media owner partnership - Autumn 2024

% agree strongly/agree



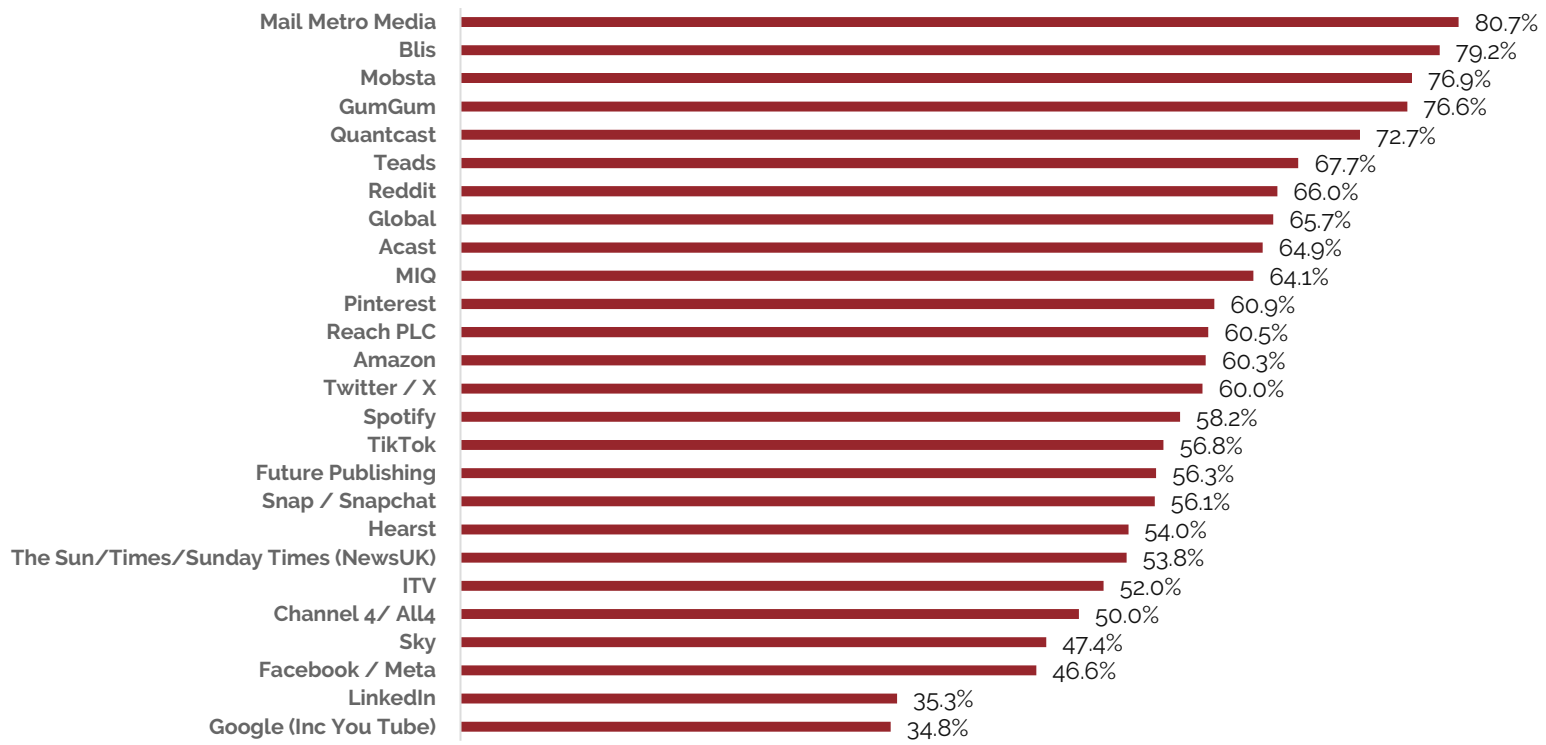
The sales team engenders a real sense of an agency/media owner partnership - Autumn 2024 vs Spring 2024

% points change

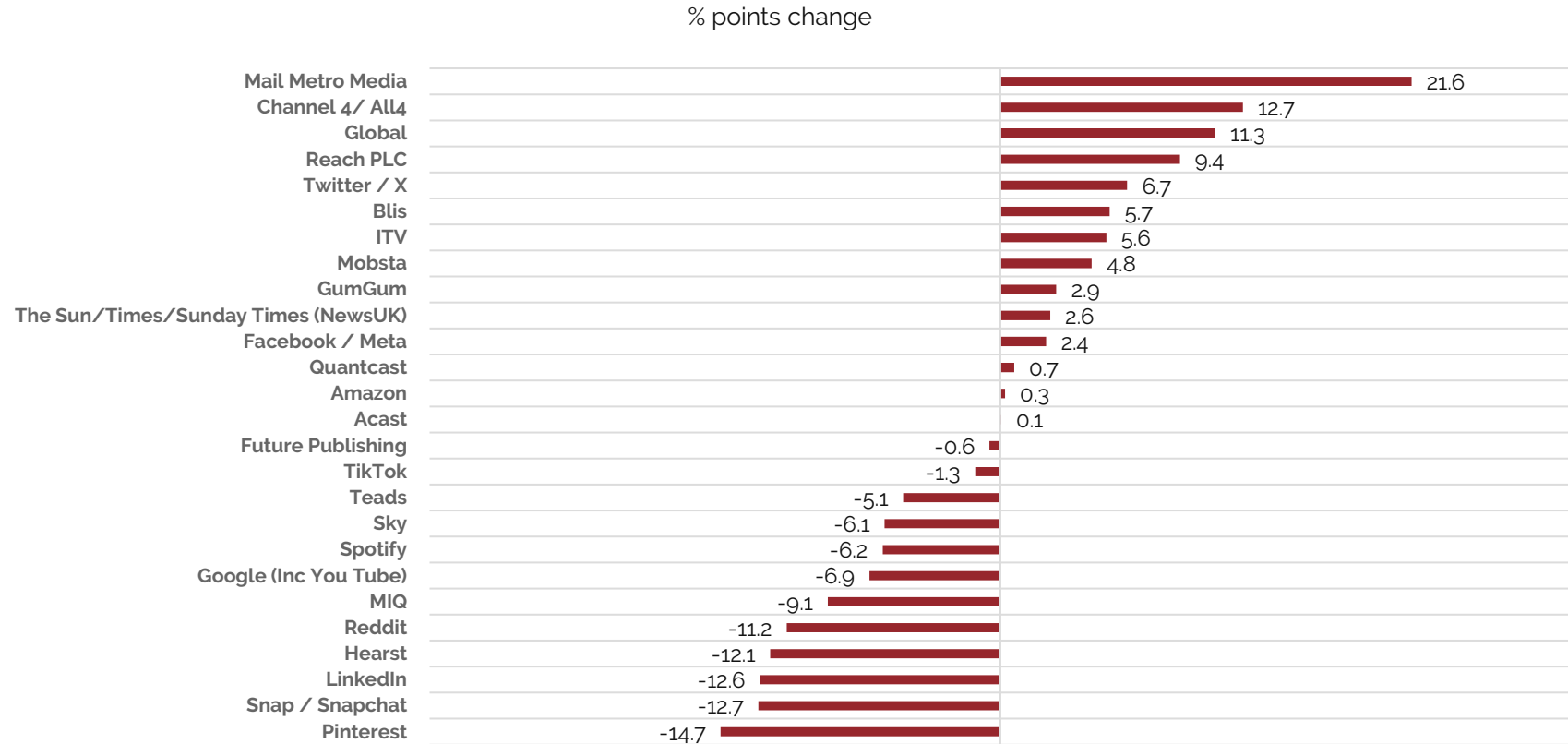


The sales team understand the context I operate in and how best to support me in achieving my objectives – Autumn 2024

% agree strongly/agree

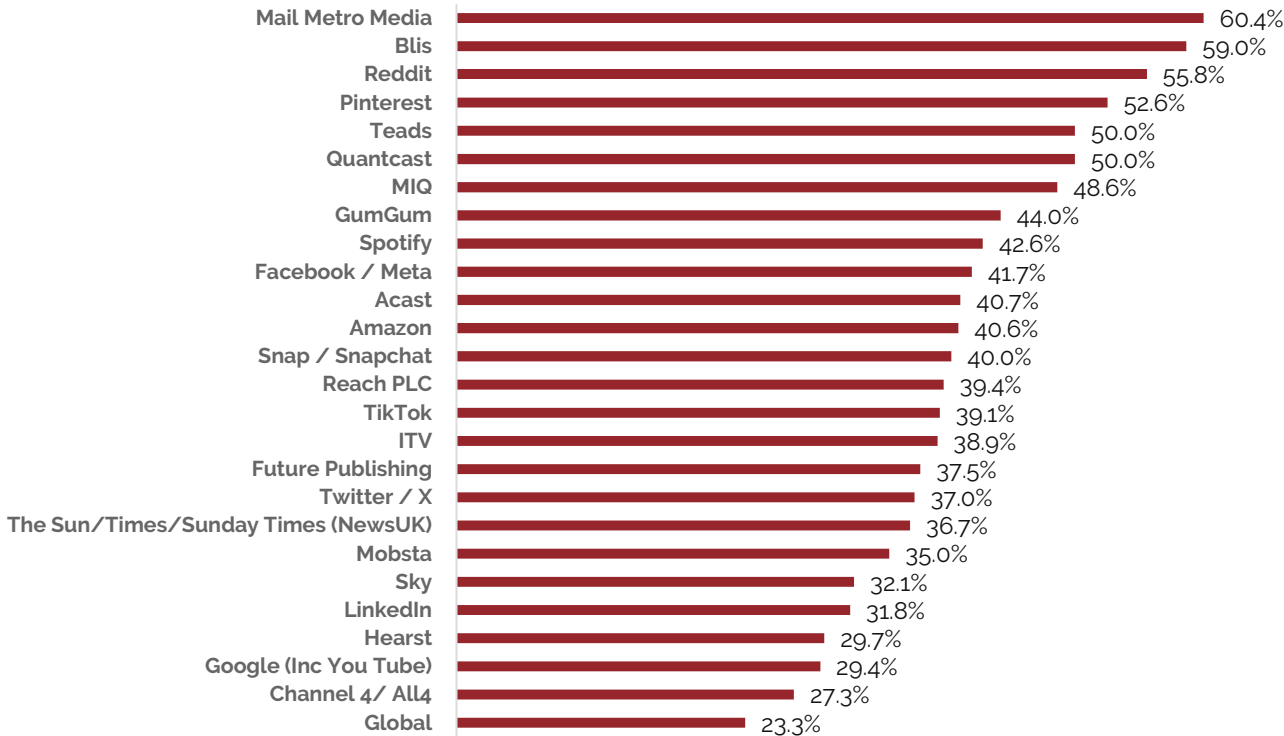


The sales team understand the context I operate in and how best to support me in achieving my objectives - Autumn 2024 vs Spring 2024



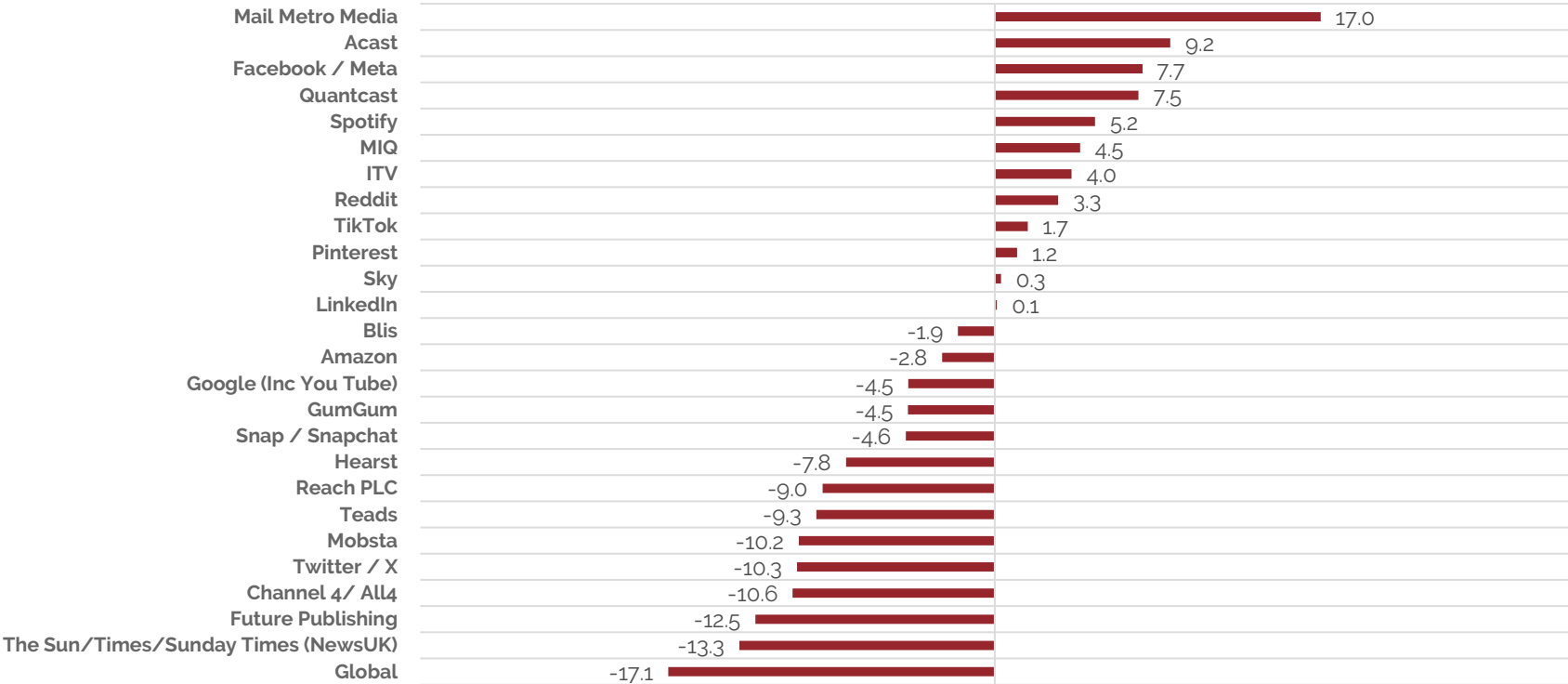
The media owner successfully communicates direct contact they have with clients - Autumn 2024

% agree strongly/agree



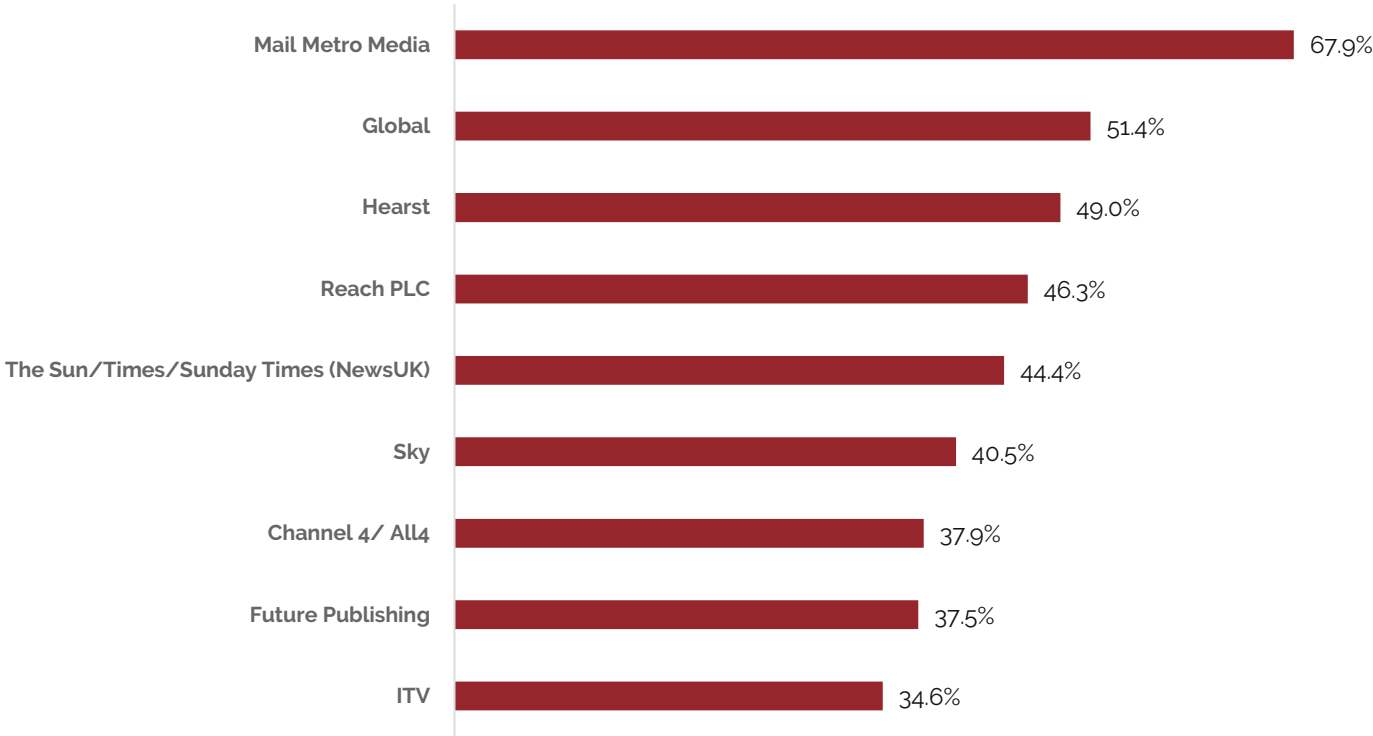
The media owner successfully communicates direct contact they have with clients - Autumn 2024 vs Spring 2024

% points change



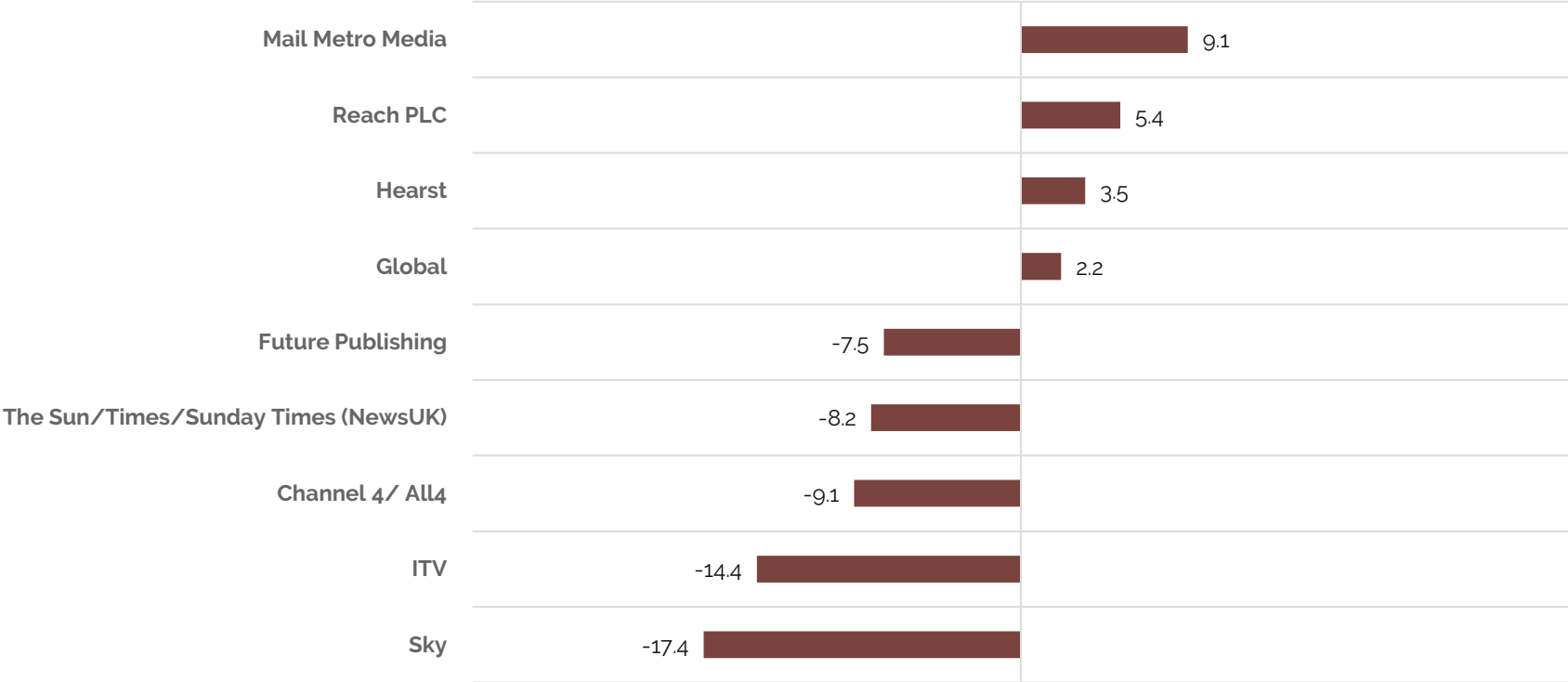
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited – Autumn 2024

% agree strongly/agree



The media owner demonstrates a good understanding of how cross-media opportunities can be exploited - Autumn 2024 vs Spring 2024

% points change



Rankings by Media Owner

Acast

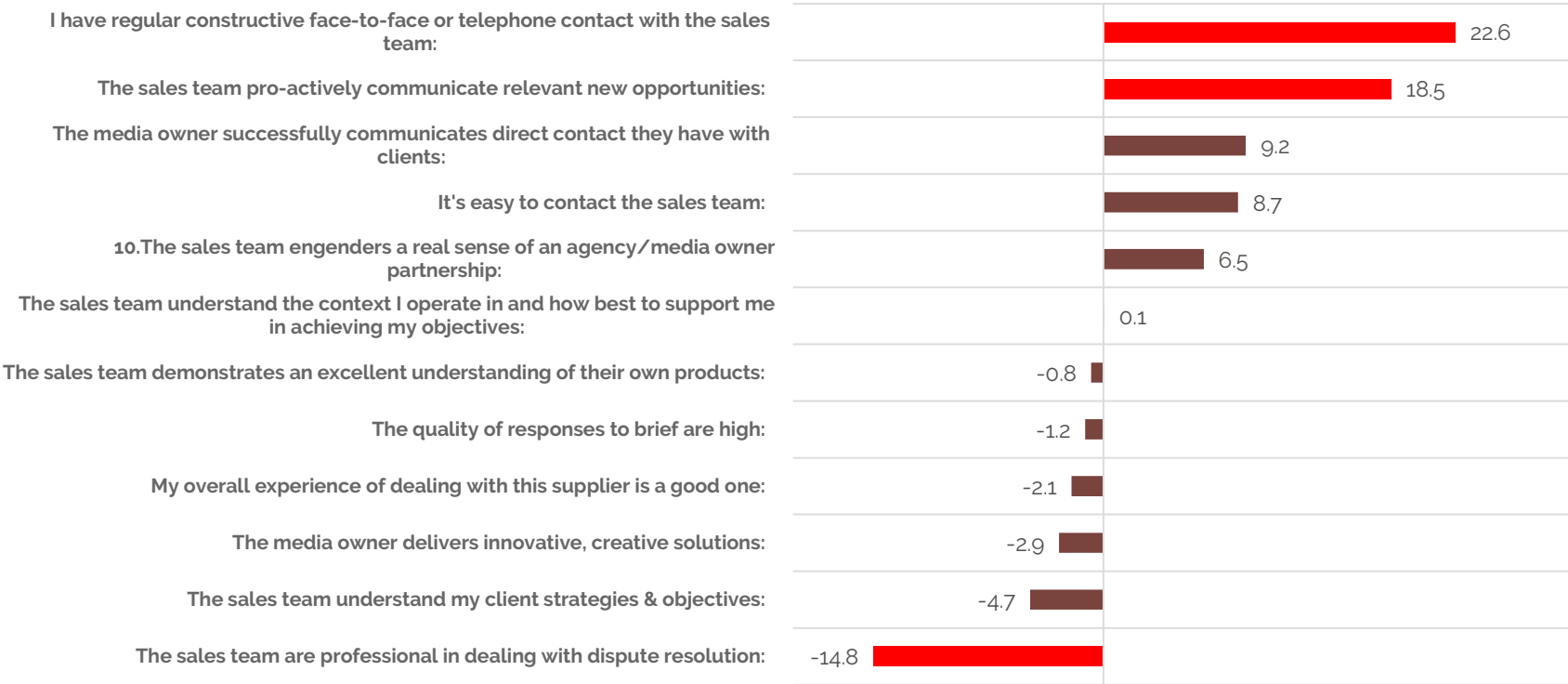
Autumn 2024



Acast

Autumn 2024 vs Spring 2024

% points change



Amazon

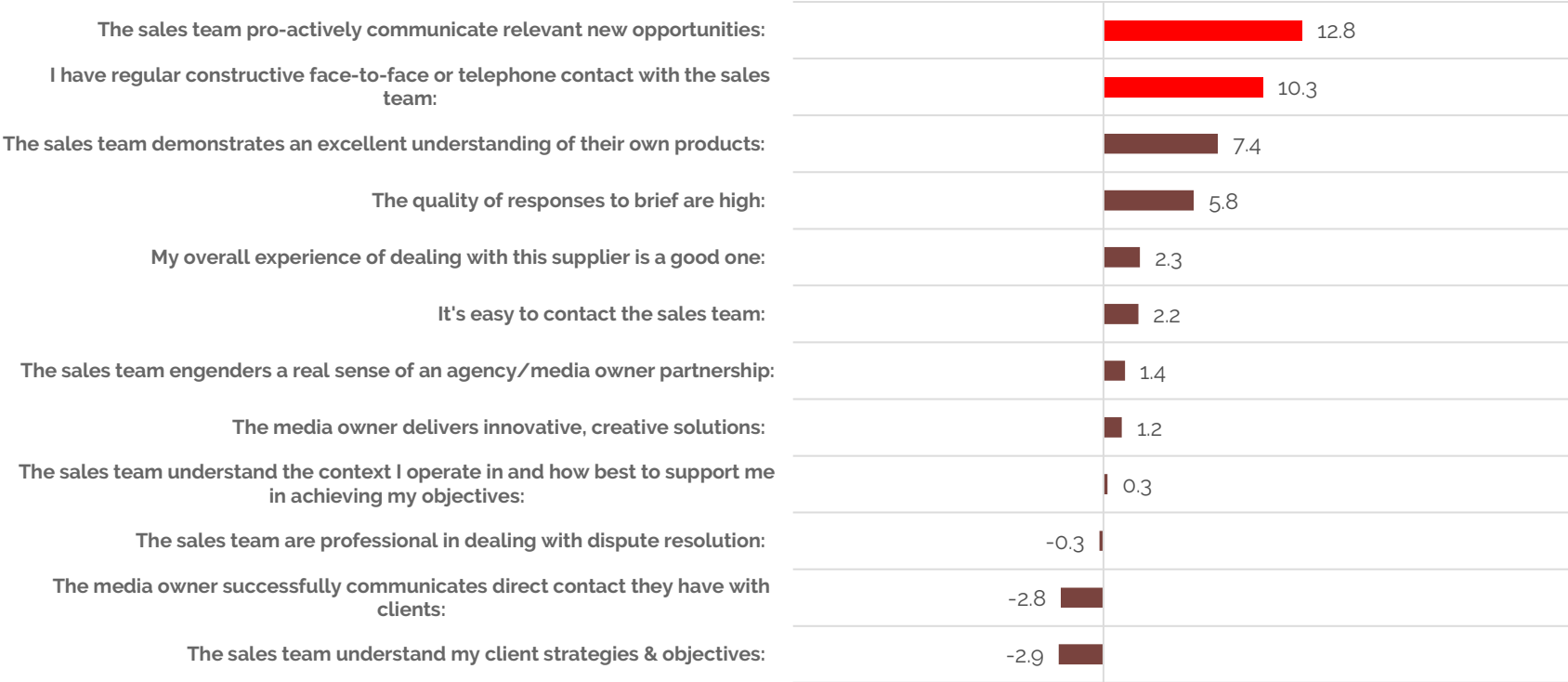
Autumn 2024



Amazon

Autumn 2024 vs Spring 2024

% points change



Blis

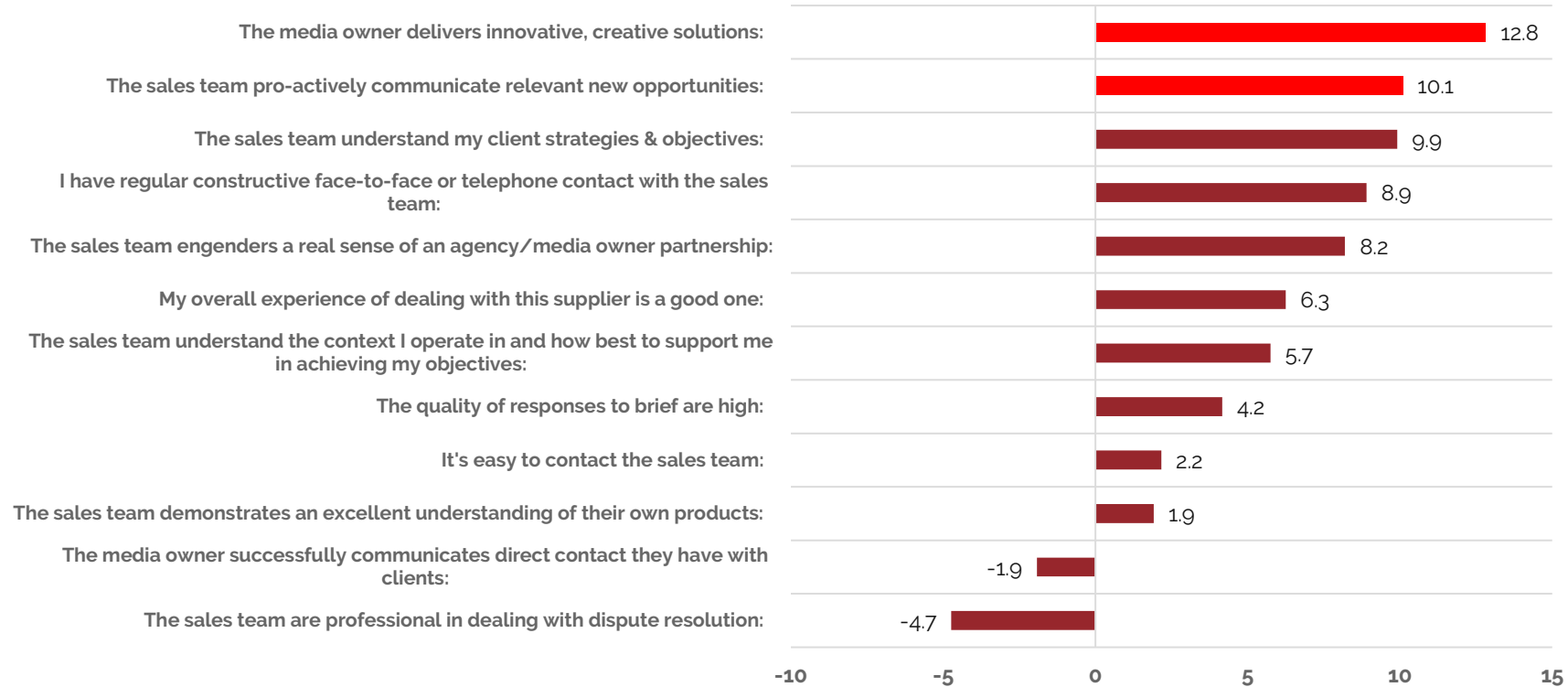
Autumn 2024



Blis

Autumn 2024 vs Spring 2024

% points change



Channel 4 / All4

Autumn 2024



Channel 4 / All4

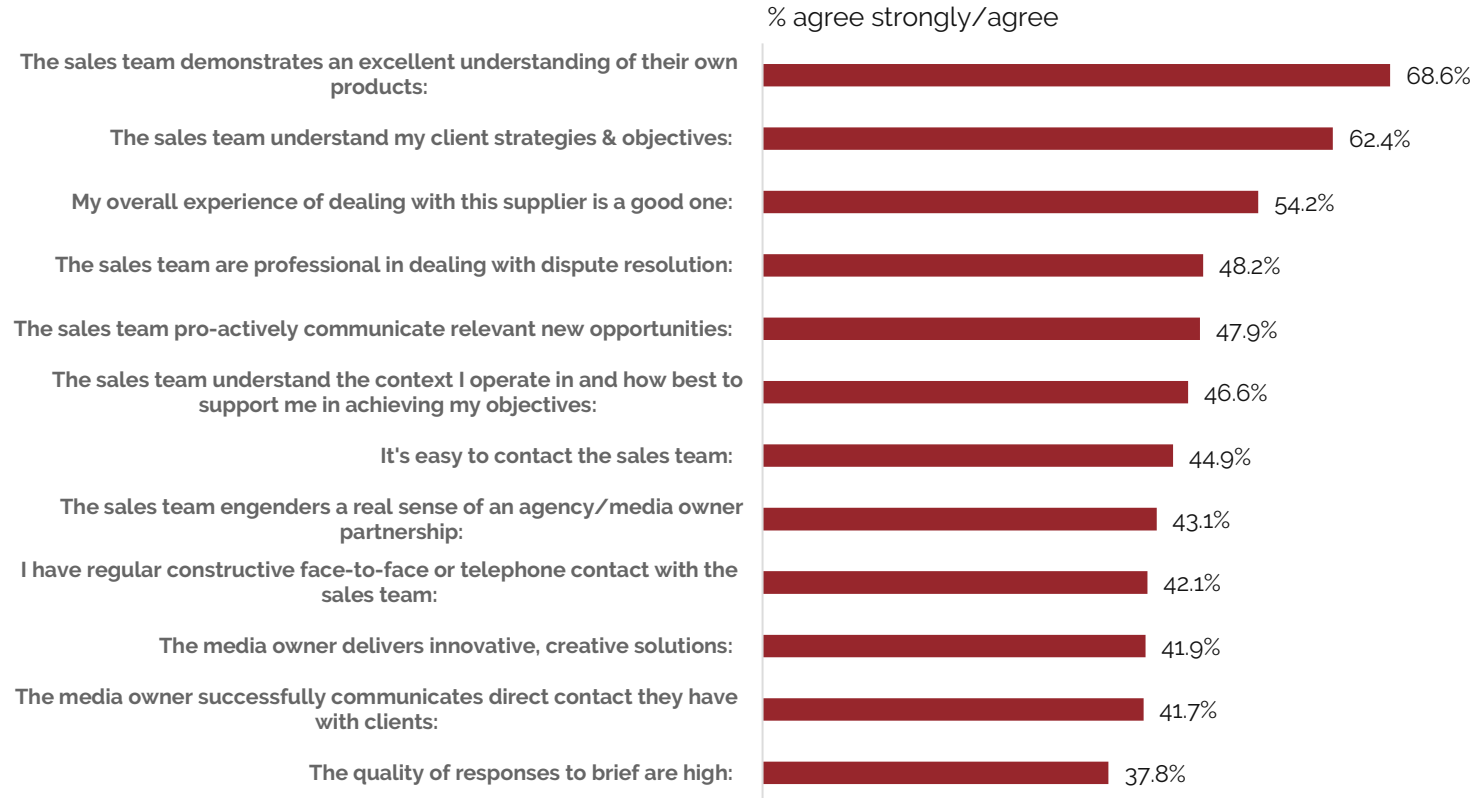
Autumn 2024 vs Spring 2024

% points change



Facebook / Meta

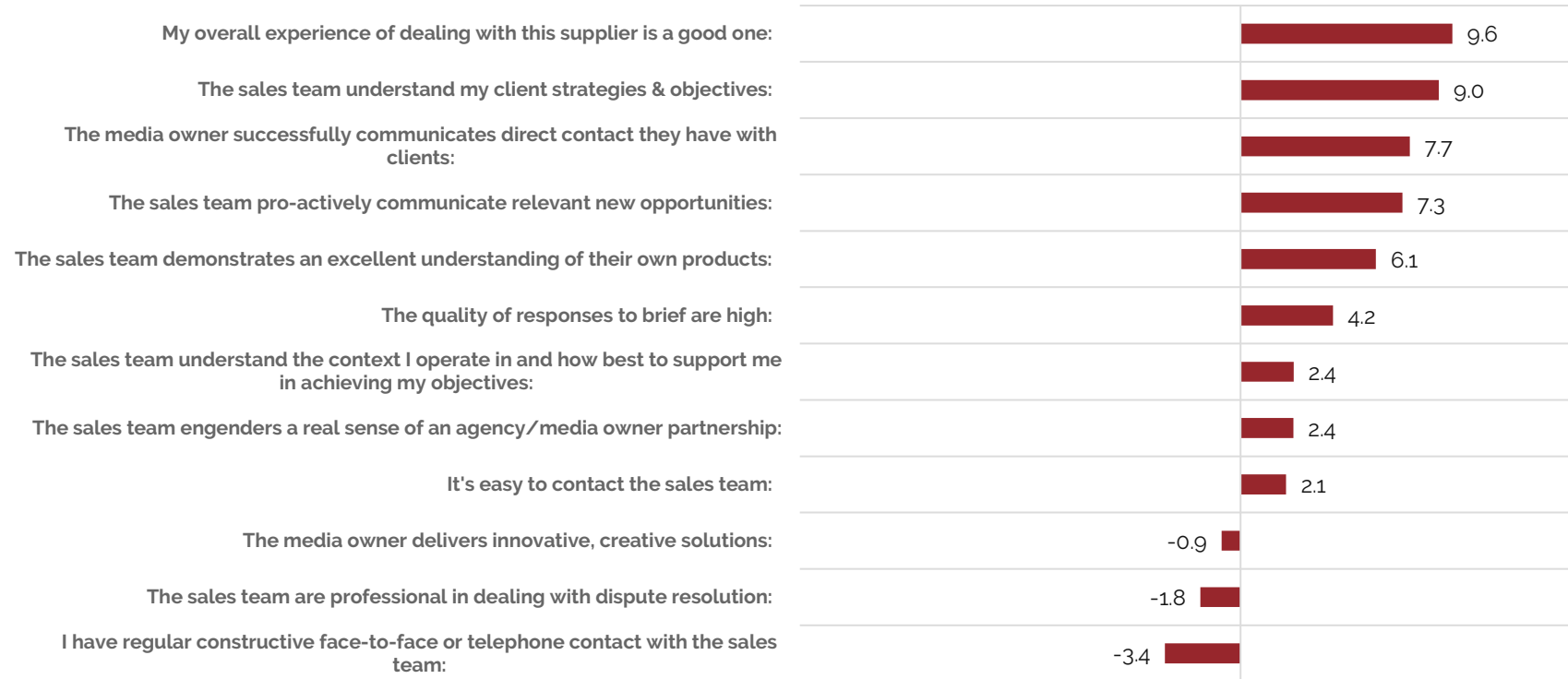
Autumn 2024



Facebook / Meta

Autumn 2024 vs Spring 2024

% points change



Future Publishing Autumn 2024



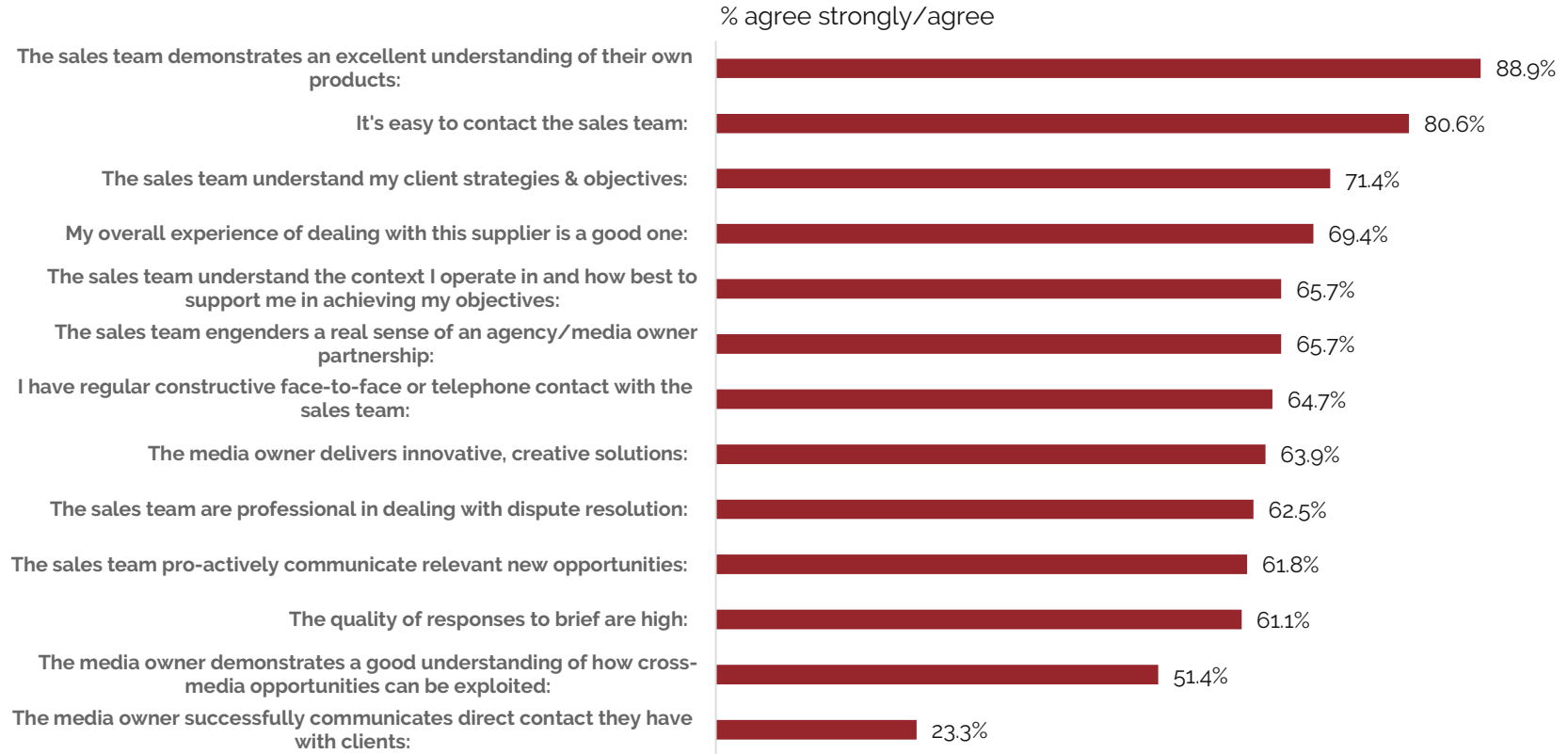
Future Publishing

Autumn 2024 vs Spring 2024

% points change



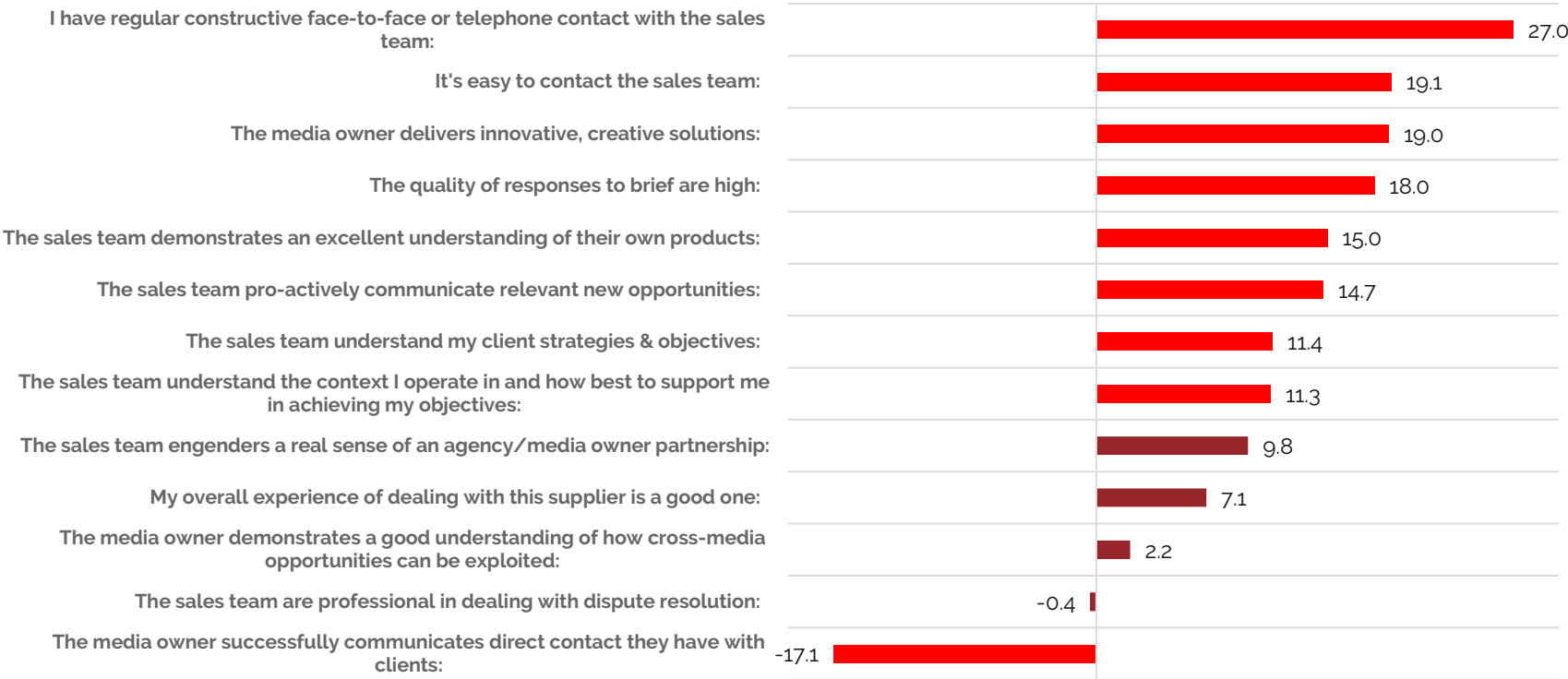
Global Autumn 2024



Global

Autumn 2024 vs Spring 2024

% points change



Google (Inc. YouTube)

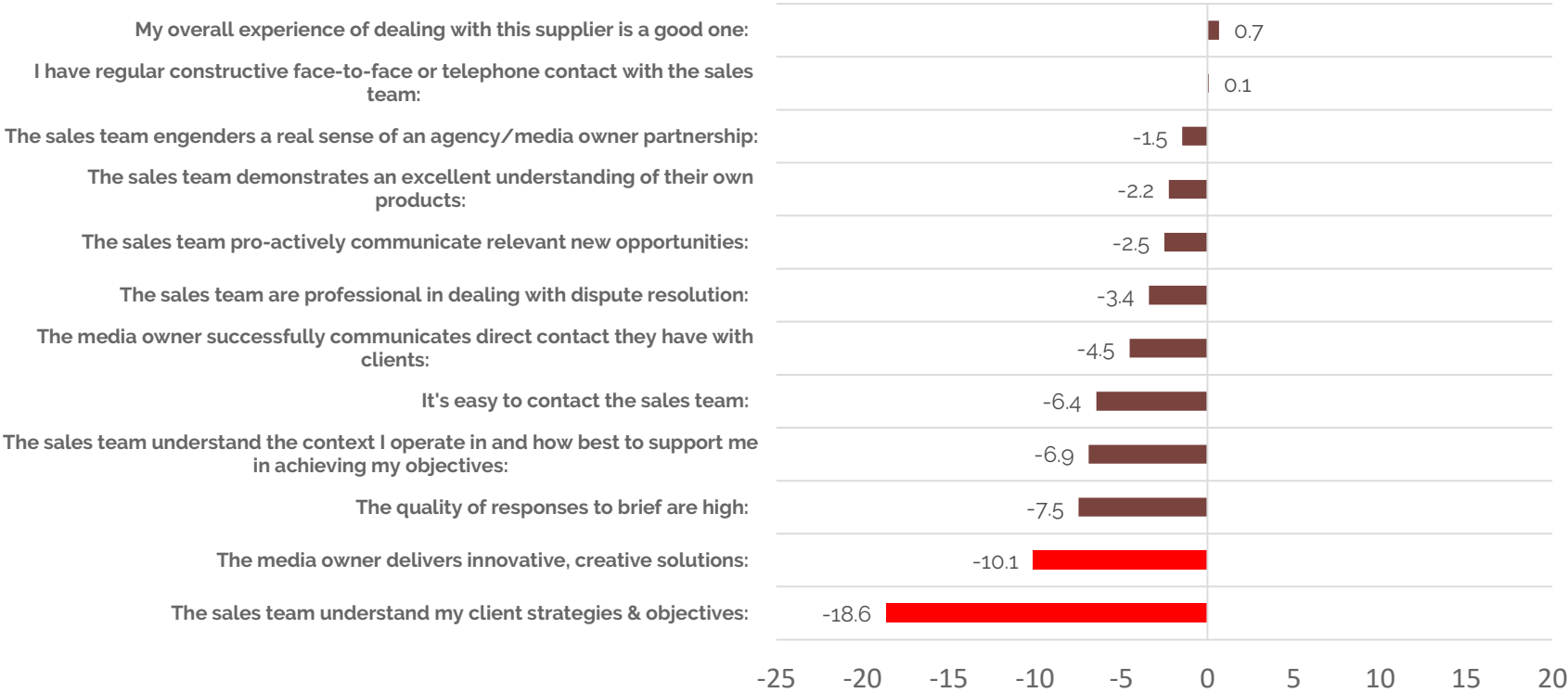
Autumn 2024



Google (Inc. YouTube)

Autumn 2024 vs Spring 2024

% points change



GumGum

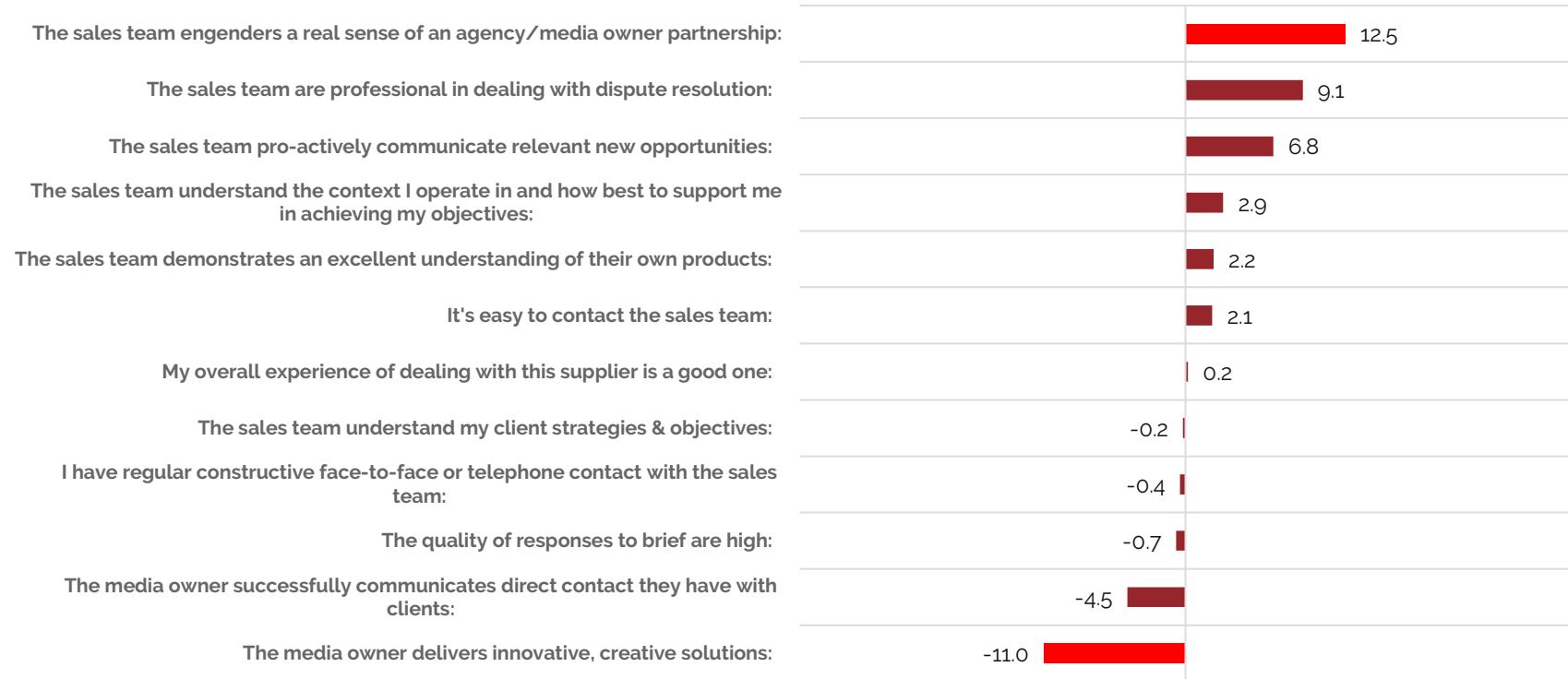
Autumn 2024



GumGum

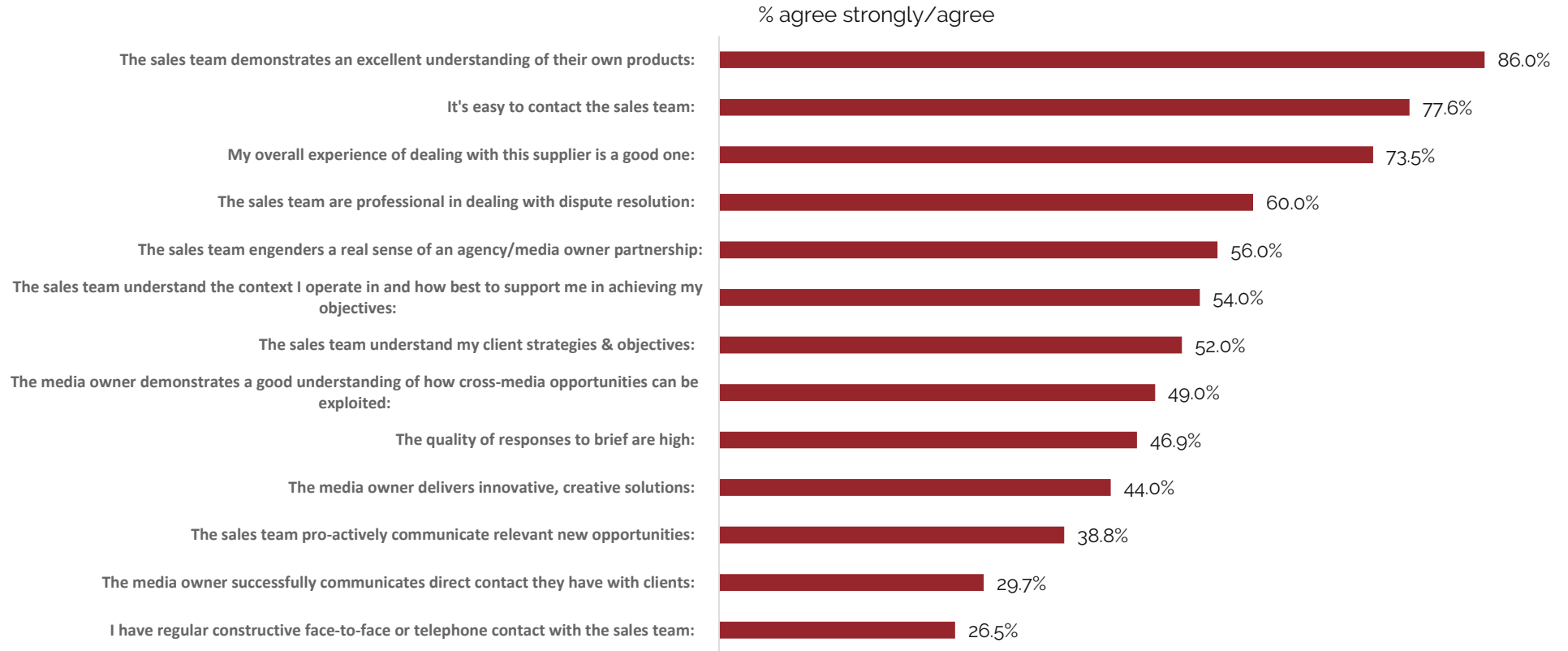
Autumn 2024 vs Spring 2024

% points change



Hearst

Autumn 2024

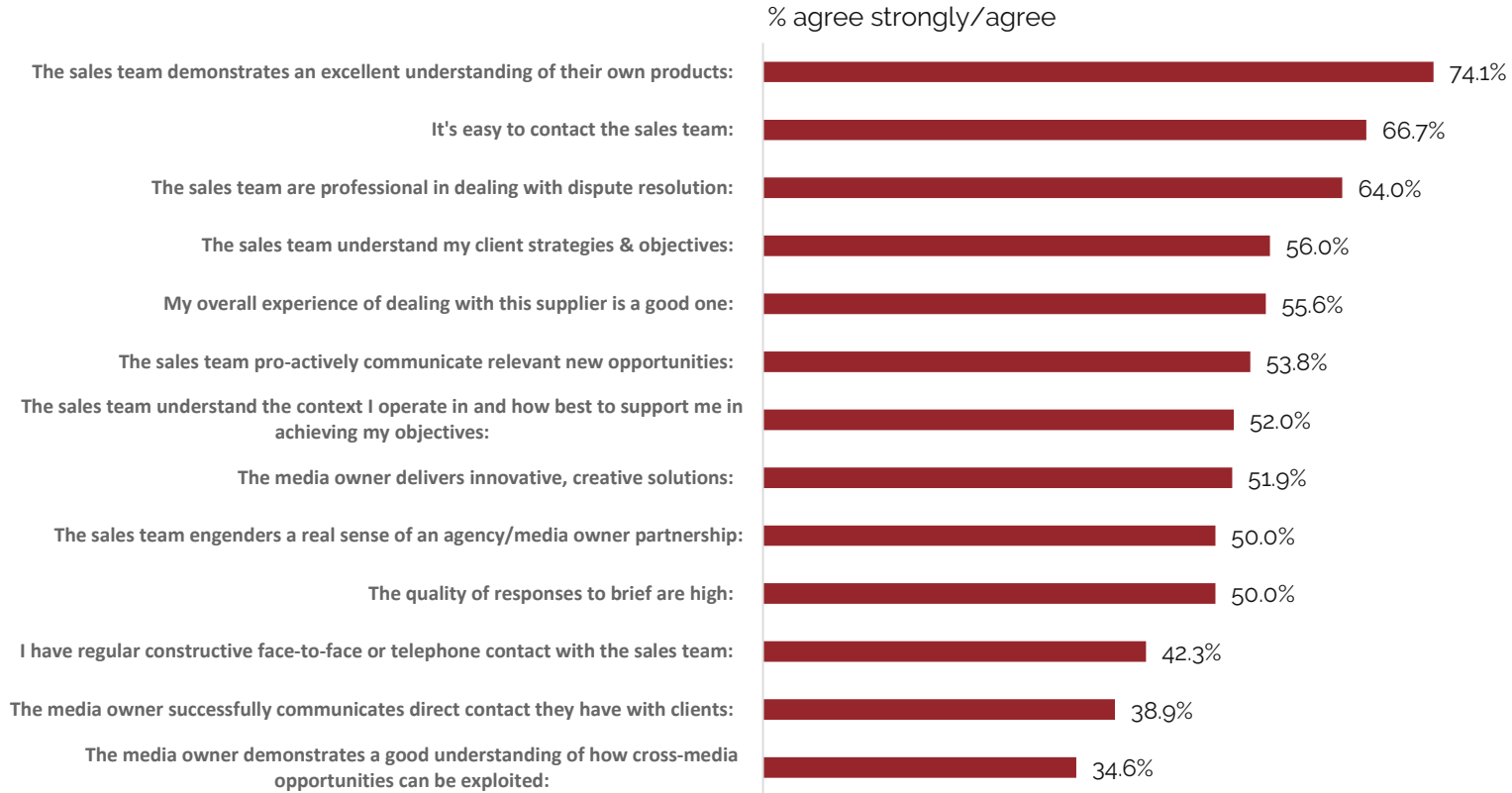


Hearst

Autumn 2024 vs Spring 2024

% points change





ITV

Autumn 2024 vs Spring 2024

% points change



LinkedIn

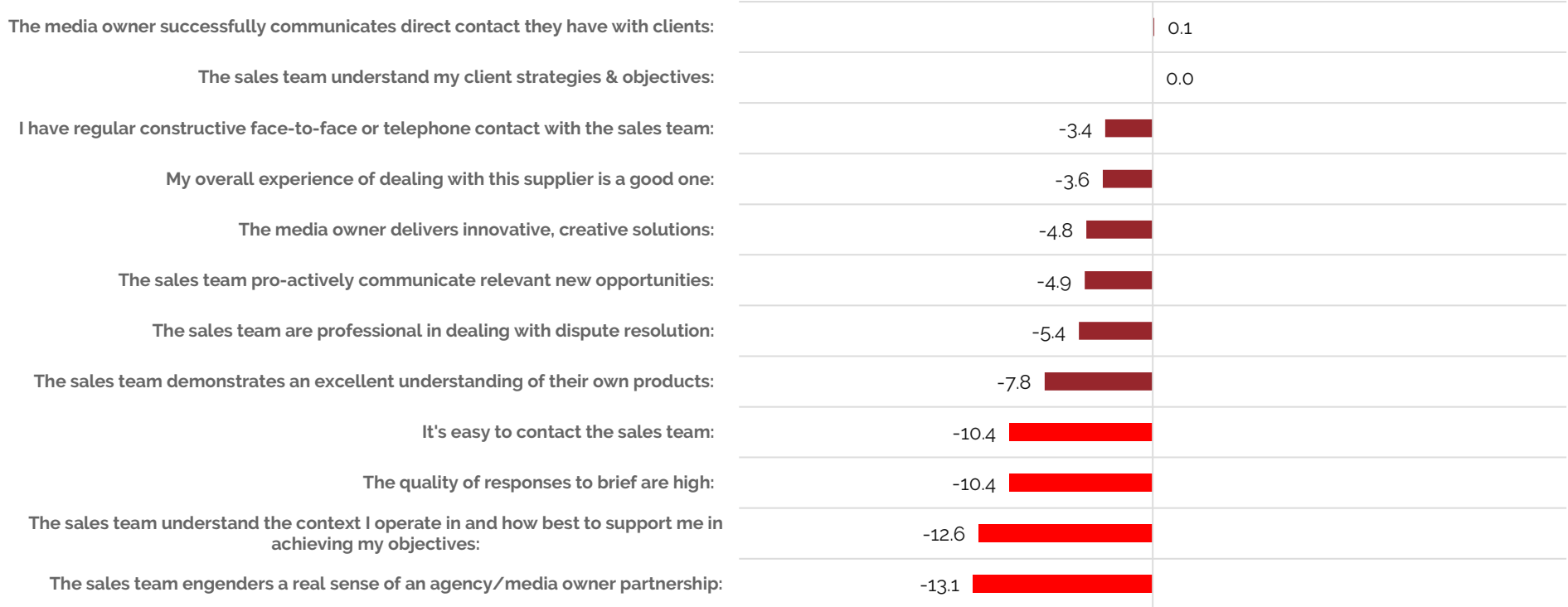
Autumn 2024



LinkedIn

Autumn 2024 vs Spring 2024

% points change



Mail Metro Media

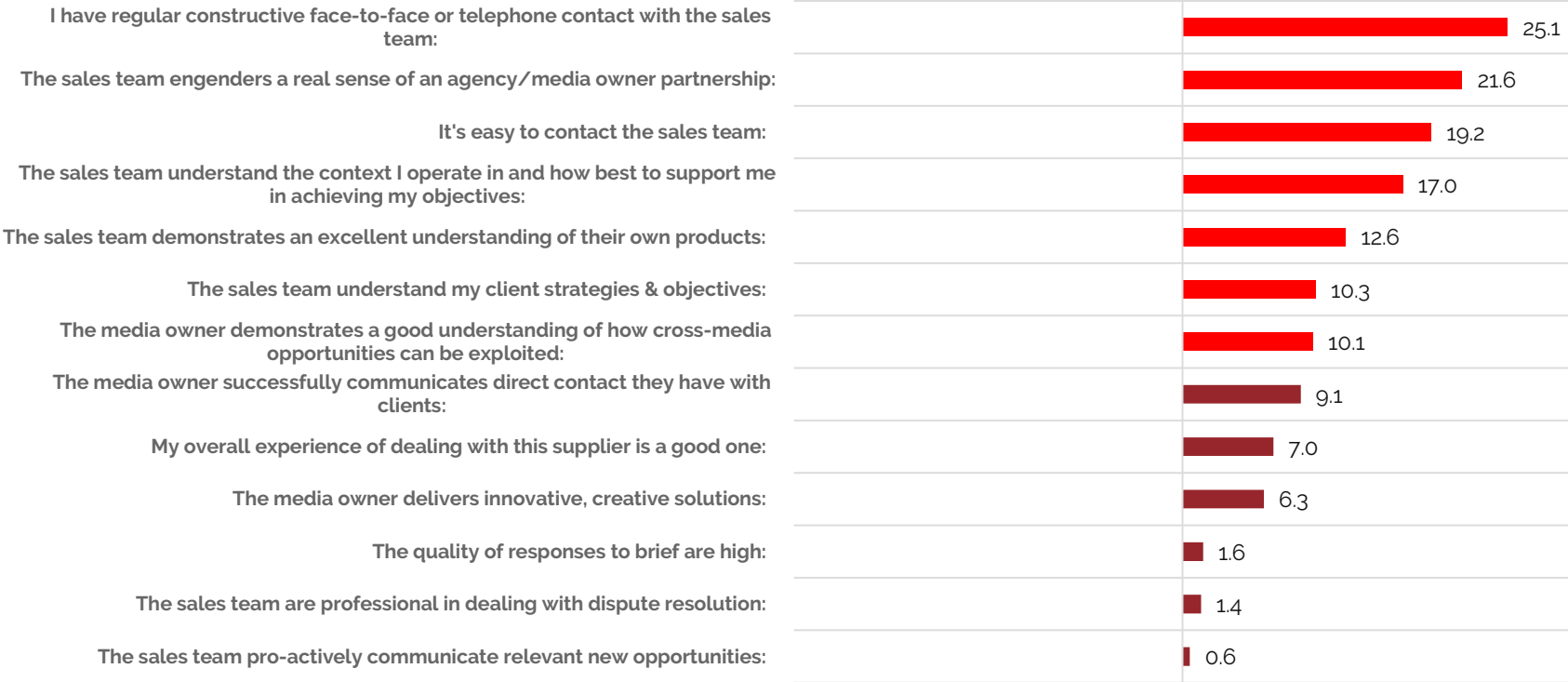
Autumn 2024



Mail Metro Media

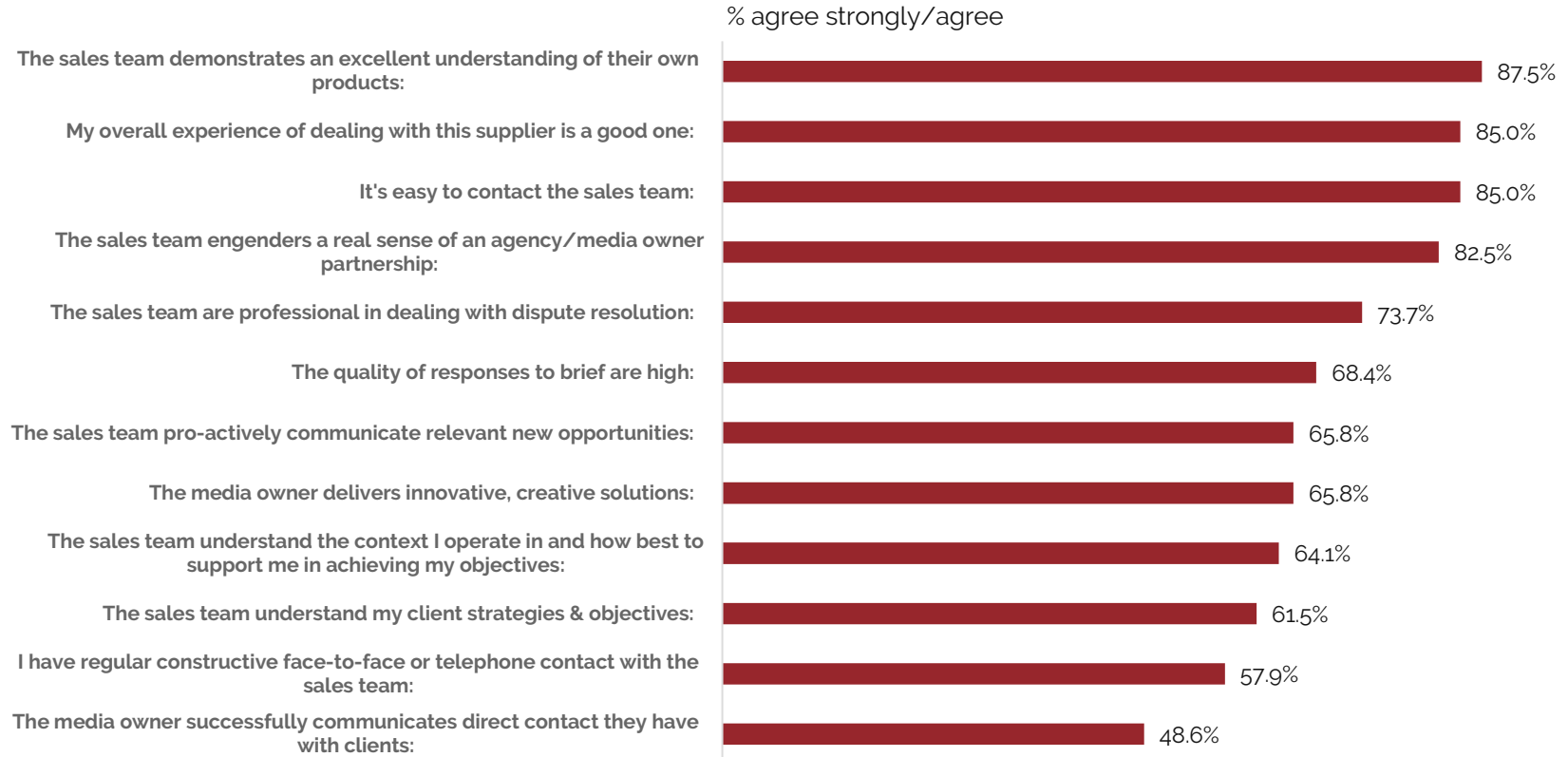
Autumn 2024 vs Spring 2024

% points change



MiQ

Autumn 2024



MiQ

Autumn 2024 vs Spring 2024

% points change



Mobsta

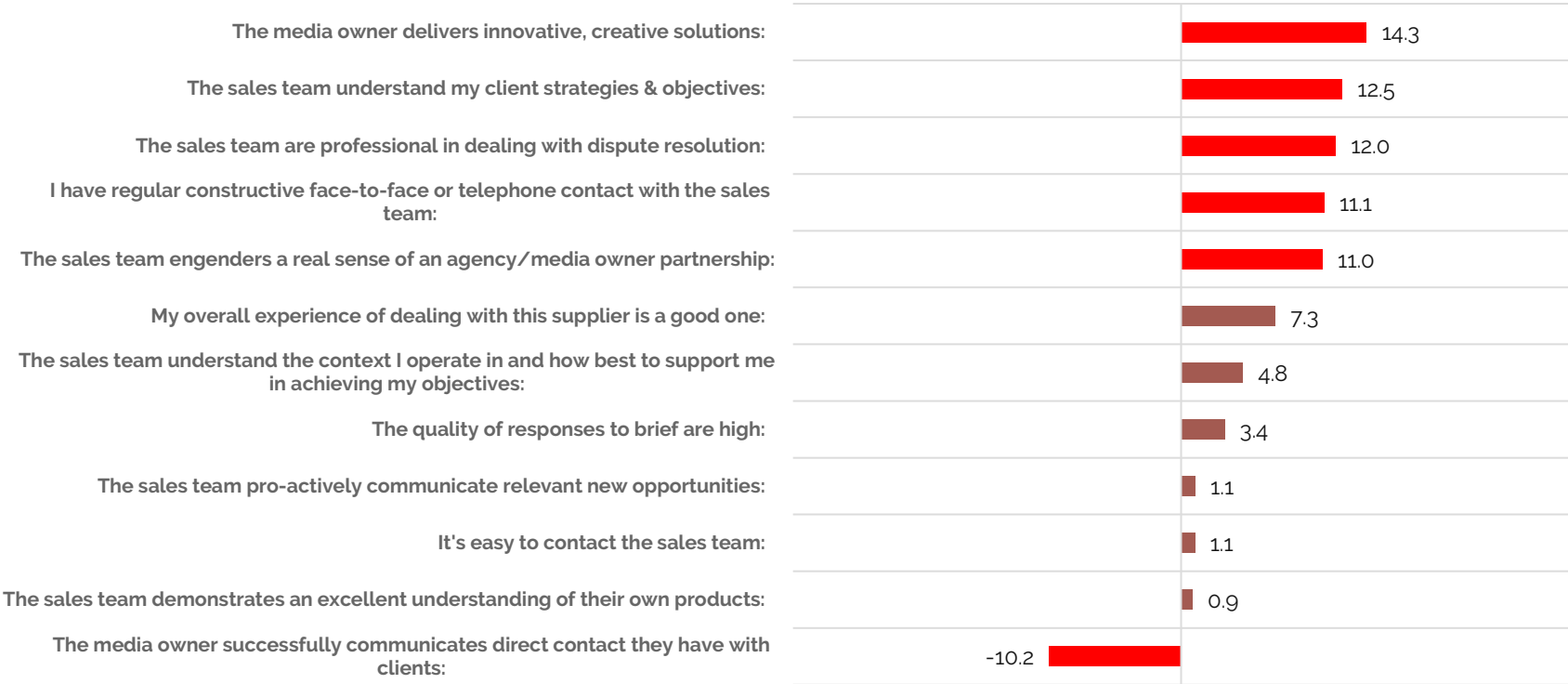
Autumn 2024



Mobsta

Autumn 2024 vs Spring 2024

% points change



Pinterest

Autumn 2024



Pinterest

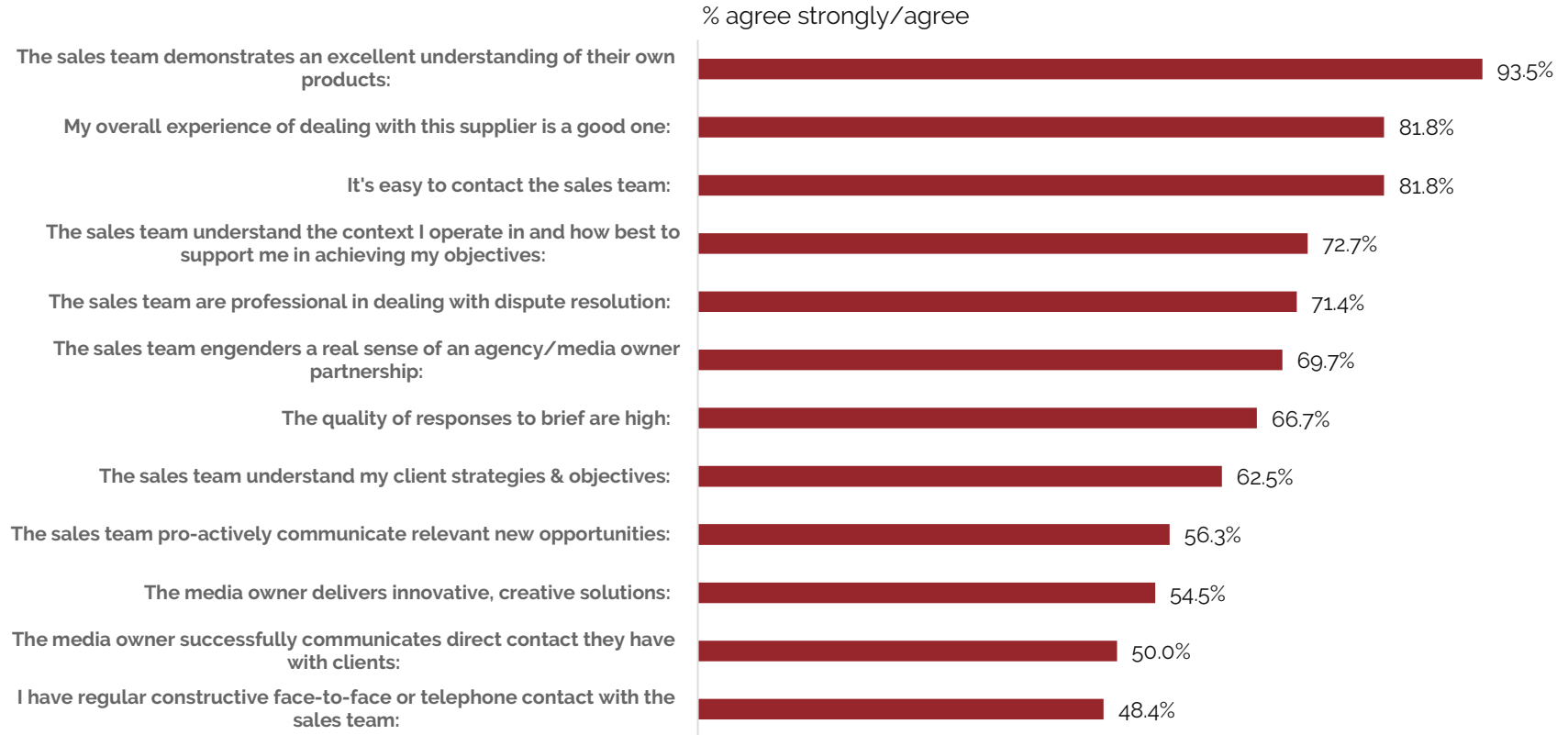
Autumn 2024 vs Spring 2024

% points change



Quantcast

Autumn 2024



Quantcast

Autumn 2024 vs Spring 2024

% points change



Reach PLC

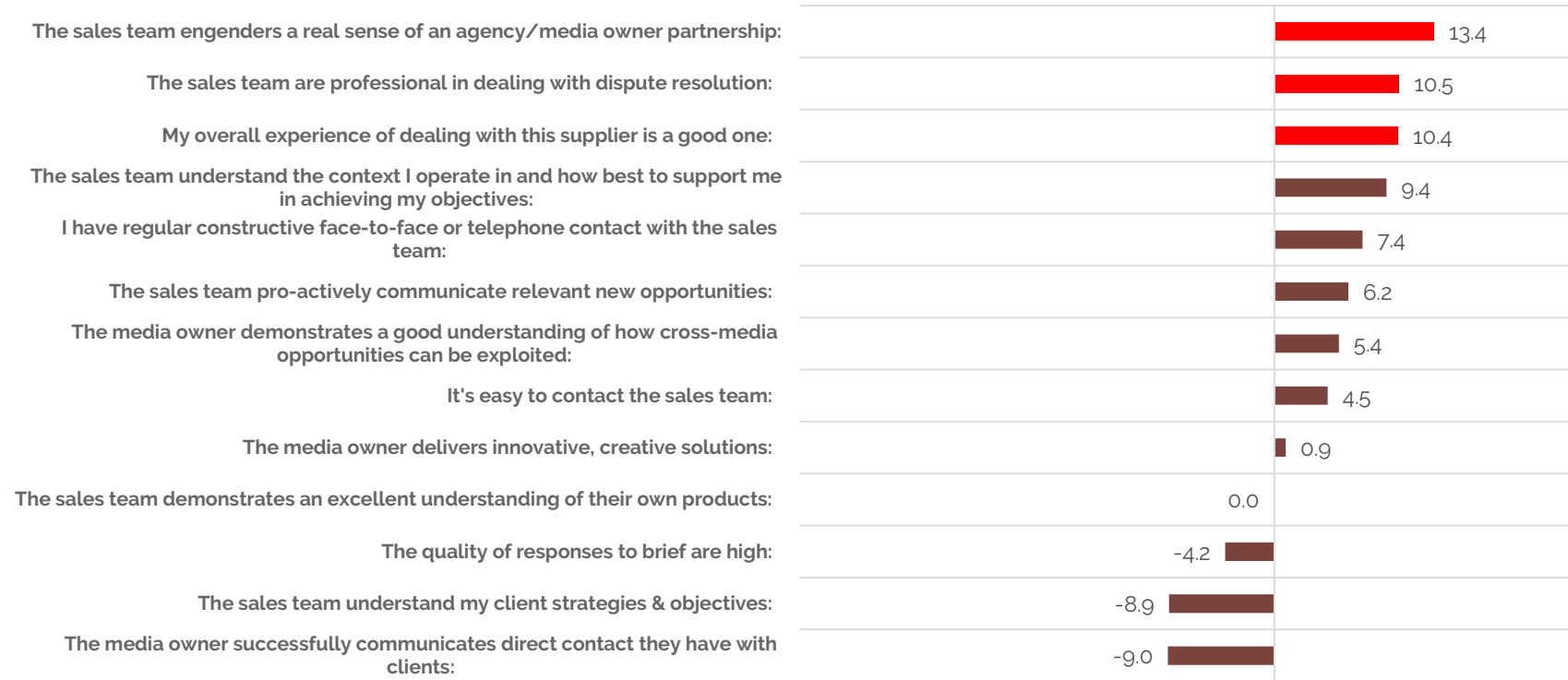
Autumn 2024



Reach PLC

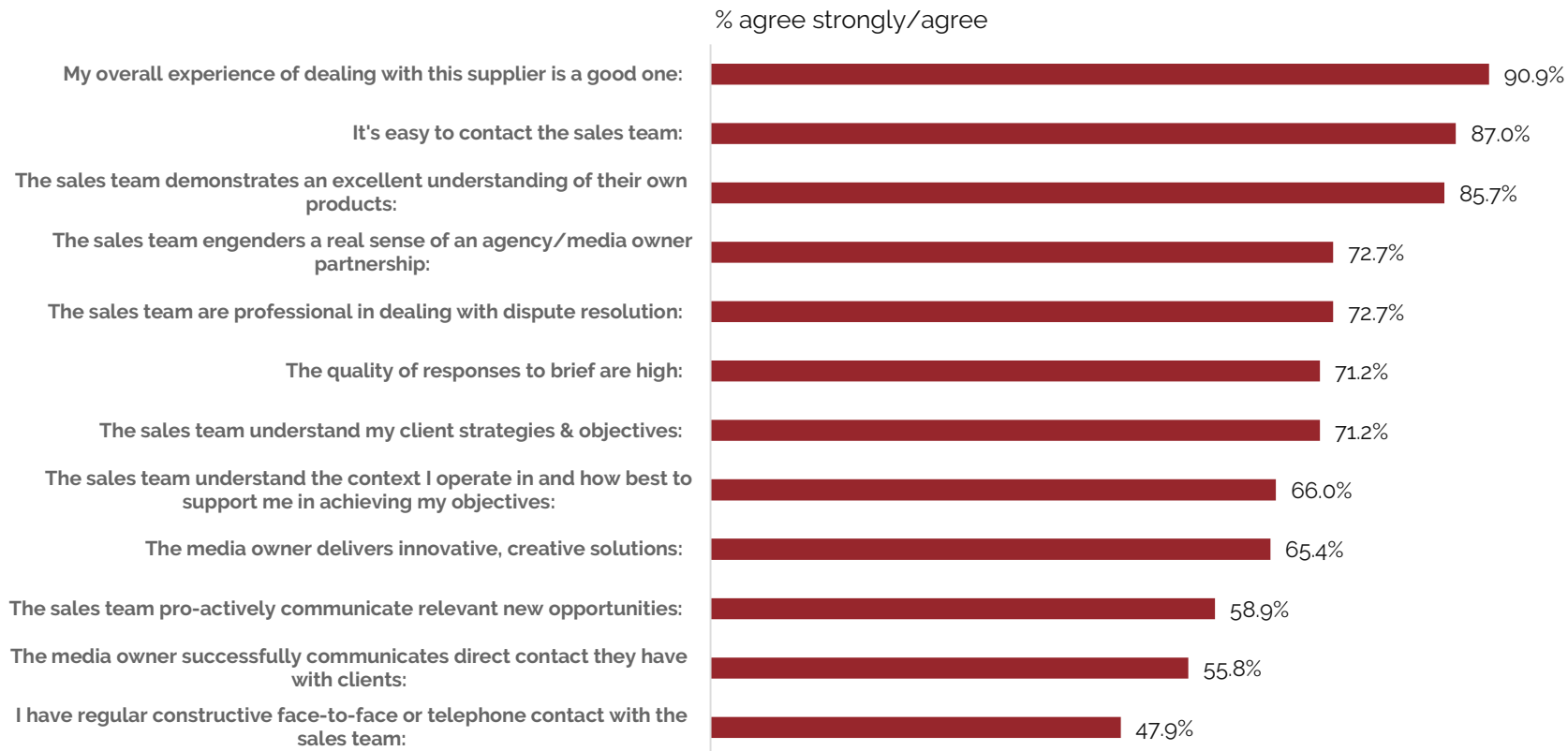
Autumn 2024 vs Spring 2024

% points change



Reddit

Autumn 2024



Reddit

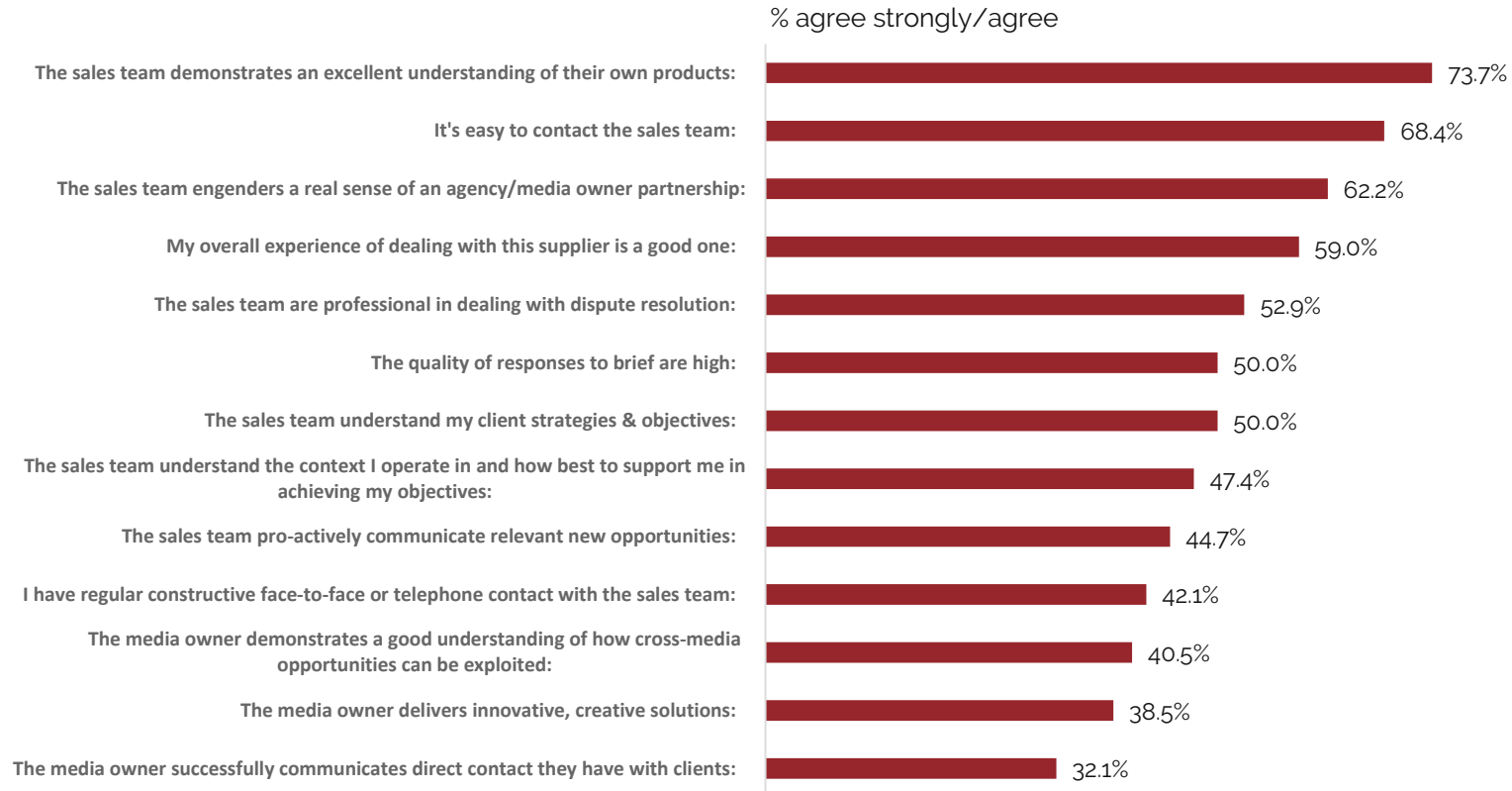
Autumn 2024 vs Spring 2024

% points change



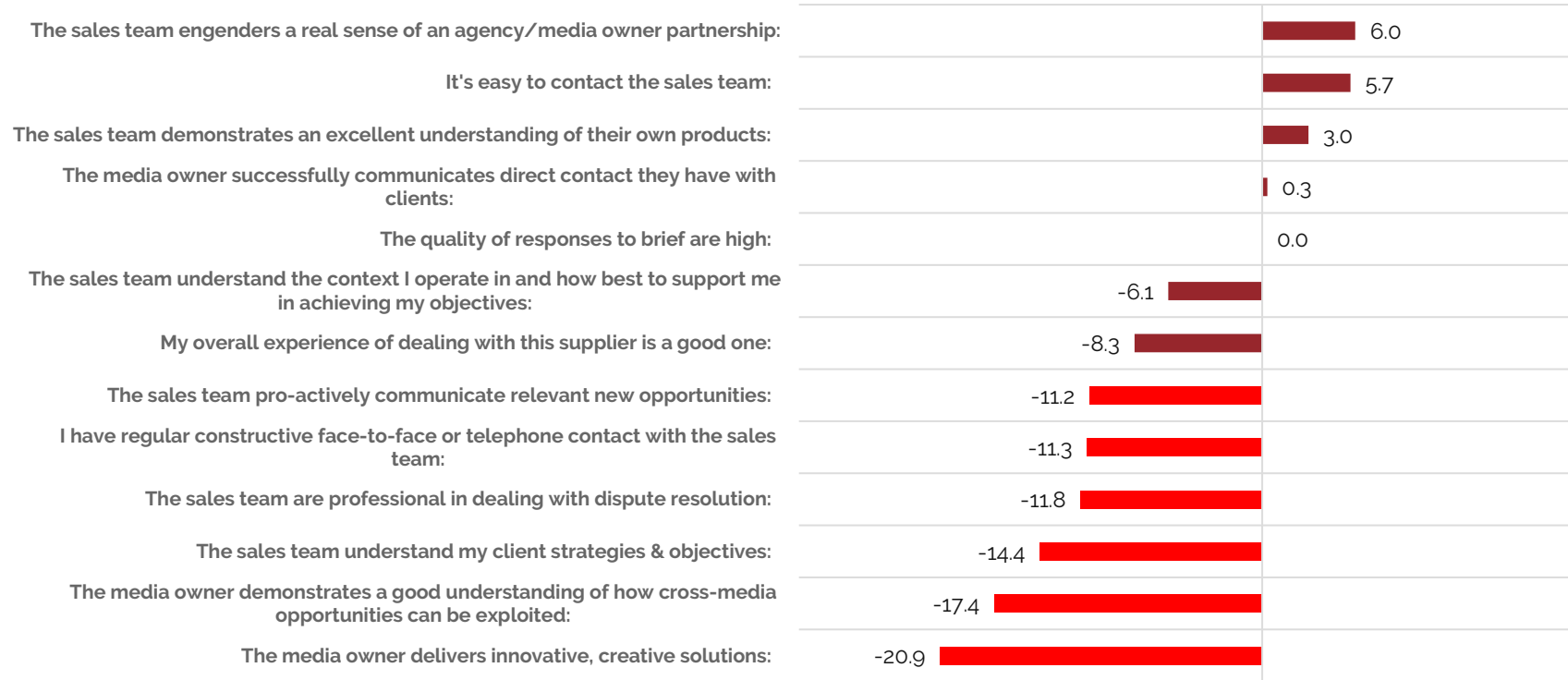
Sky

Autumn 2024



Autumn 2024 vs Spring 2024

% points change



Snap / Snapchat

Autumn 2024



Snap / Snapchat

Autumn 2024 vs Spring 2024

% points change



Spotify

Autumn 2024



Spotify

Autumn 2024 vs Spring 2024

% points change



Teads

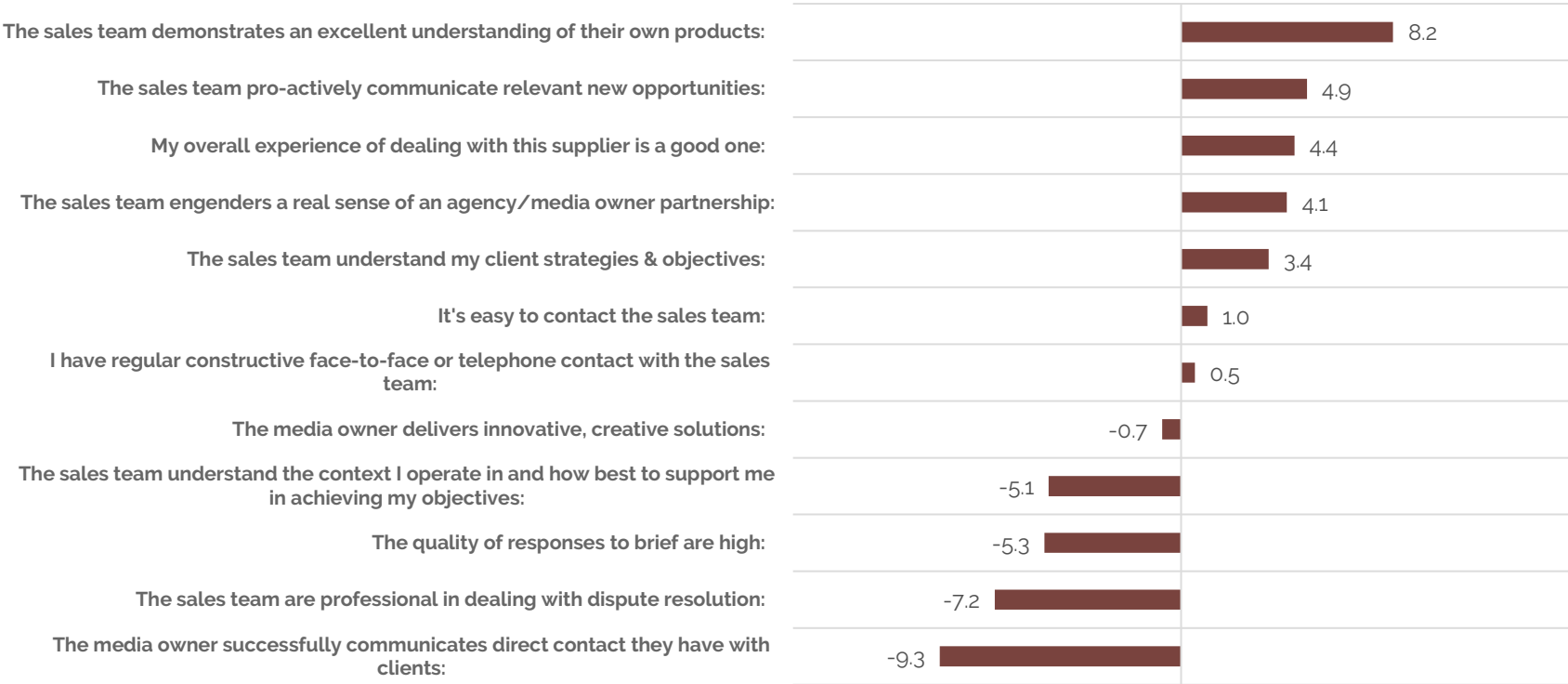
Autumn 2024



Teads

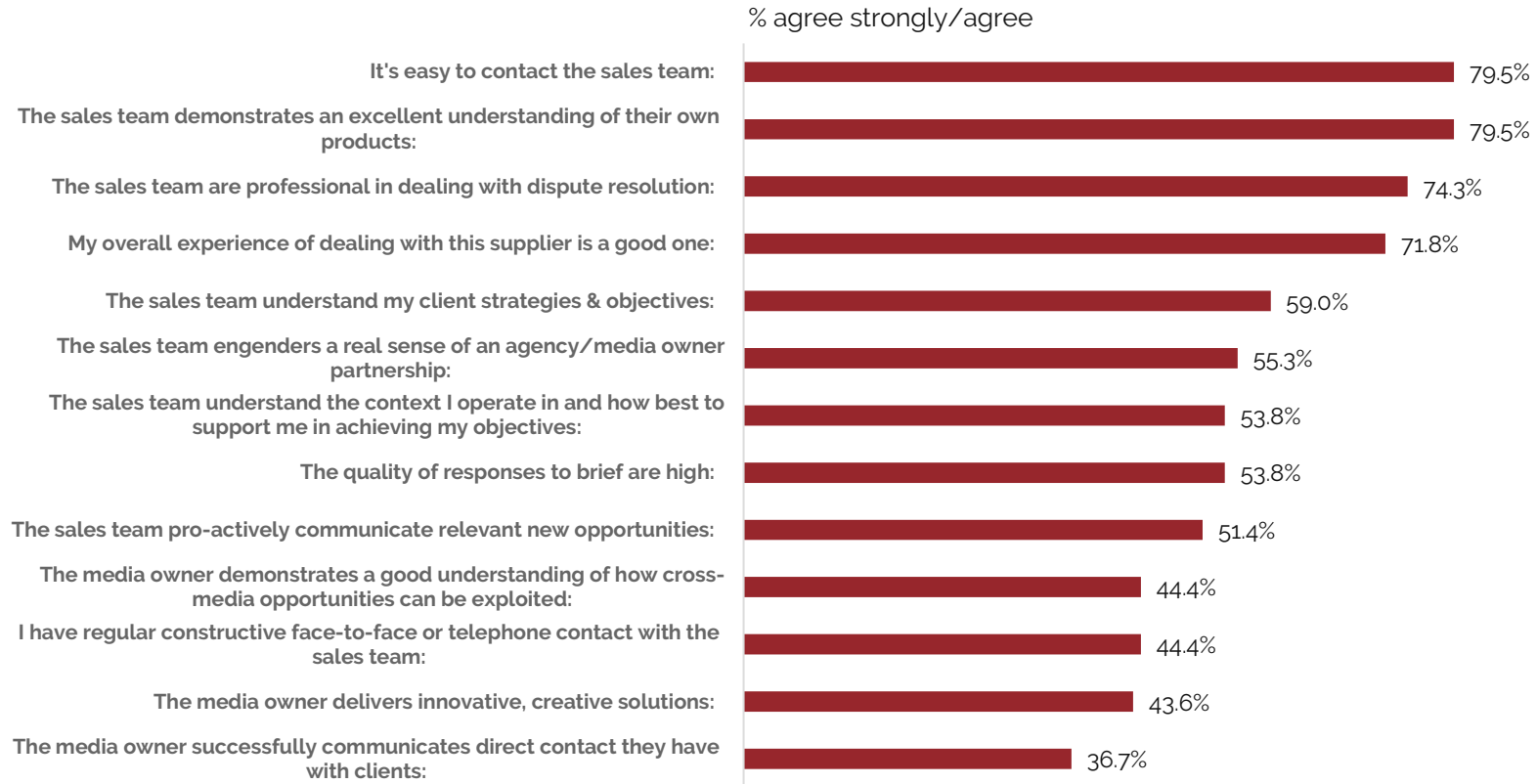
Autumn 2024 vs Spring 2024

% points change



The Sun/Times/Sunday Times (NewsUK)

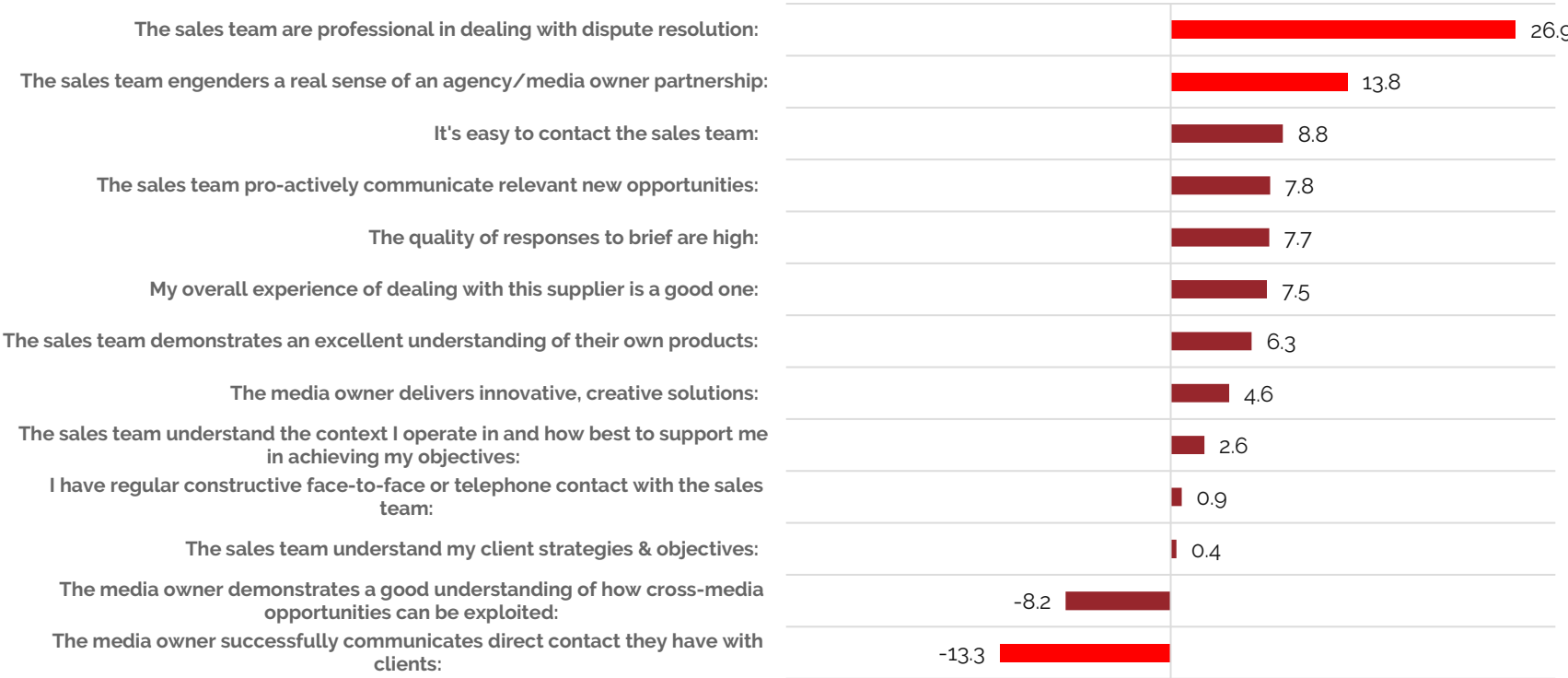
Autumn 2024



The Sun/Times/Sunday Times (NewsUK)

Autumn 2024 vs Spring 2024

% points change



TikTok

Autumn 2024



TikTok

Autumn 2024 vs Spring 2024

% points change



Twitter / X

Autumn 2024



Twitter / X

Autumn 2024 vs Spring 2024

% points change

